

# ELECTRICAL MERCHANDISING



"20" COOLER INSIDE

Thousands will desire the best  
this summer for tale telling  
the American Club is on the  
selling room air

# Apex JUNE MEMO

To: Apex Dealers

Subject: Summer Market...A Time for Review

As we look back on these past months, one thing makes sense: The dealer who keeps selling—despite fluctuating market conditions—is making the money. He keeps his selling muscles strong by promoting, merchandising, demonstrating—especially using home demonstrations. He is proof that aggressive, creative selling always pays off!

You're invited to visit with us and exchange ideas at the Summer Market—Room 1472 Merchandise Mart and Booth 1793 Furniture Mart.

*W. C. Scott*  
Vice President

## APEX Sales-Building Features star at the Summer Market



**APEX WASH-A-MATIC**—The only automatic washer that gives you all 5! 1. Higher Washability. 2. Less Hot Water. 3. Shortest Complete Cycle. 4. Longer Fabric Life. 5. Fluffed, Tangle-Free Clothes. Plus the amazing BOUNCING BASKET that closes sales with its unique washing action!

100%  
AUTOMATIC  
VACUUM  
DRYING



**APEX Gas and Electric Automatic Clothes Dryers**—The big-demand appliance today—and Apex gives you more sales-sure features: 1. 100% automatic operation. 2. Thermostatic control. 3. Lower, safer, operating temperatures. 4. Vacuum drying principle for faster, more thorough drying. 5. Higher evaporation rate!

FAMOUS SPIRAL  
DASHER AND  
NEW CONTROL



**APEX Spiral Dasher Washers**—The complete step-up line with models in every price range. Featuring: Superior SPIRAL DASHER cleaning. Revolutionary new START-N-STOP Control—locates "on" and "off" handle at waist height! Extra-capacity tub sizes. 8-position safety wringers. Beautiful, big, loaded with value!

BUILT IN  
ELECTRIC  
HOT WATER TANK



**APEX DISH-A-MATIC Automatic Dishwashers**—America's No. 1 dishwasher line—headed by beautiful electric sink model, illustrated. Also—separate cabinet models and drop-in unit for kitchen counters. Has the hottest sales features of them all: 1. Built-in Electric Hot Water Tank that super-heats its water to pasteurizing 180° for "hygienic-clean" washing and rinsing; 2. Forced-air drying; 3. Automatic self-cleaning tub!

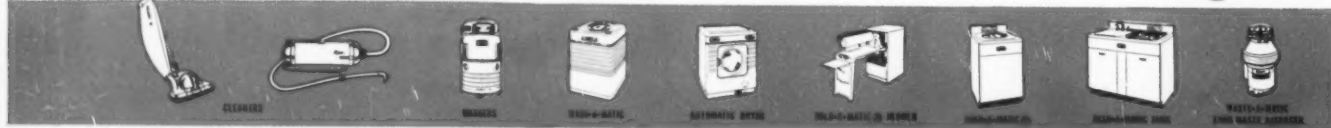


**APEX Home Cleaners**—Sales leader over the years—Apex Vacuum Cleaner line! Model 640 Cylinder Type has the Apex Disposable Paper Dust Bag, washable filter, finest tools. Model 5400 upright type really gets the dirt in all cellar-to-attic cleaning. Available with top-quality tools, belt-lifting coupler, and Apex swivel adapter. Both models give you the sales advantage of Apex Super-Suction that means outstanding cleaning efficiency!

APEX  
SUPER  
SUCTION

## APEX HOUR-SAVING APPLIANCES

THE APEX ELECTRICAL MANUFACTURING CO. • CLEVELAND 10, OHIO







### The Cover...

TELEVISION is rapidly changing the habits of the American people. It's no news to the movie industry that more time is being spent for the new home entertainment medium. But TV viewing calls for comfort on hot summer nights; and the answer, room air conditioning, should open a new and lively market for appliance dealers.

Kodachrome by Dave Rosenfeld



### ELECTRICAL MERCHANDISING

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# ELECTRICAL MERCHANDISING

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INTERNATIONAL COVERAGE BY



# Yes Sir



... of course, it's electric!



She's being starred in  
Westinghouse magazine  
advertising . . . and on



**YOU CAN BE SURE..**



REFRIGERATOR



DISHWASHER



CLEANER



IRON



ELECTRIC SHEET



ROASTER OVEN

# THAT'S OUR BABY

AND WESTINGHOUSE RETAILERS ARE COUNTING ON THE  
"LITTLE COUNTESS" TO SPARK THE BIG SUMMER PROMOTION ON

Westinghouse **FROST-FREE**\*  
*the Only Refrigerator that Counts*



With strong local tie-up in point-of-sale display and newspaper advertising.

IF IT'S Westinghouse

Everywhere women look . . . after June 15th . . . they'll see this proud pair of aristocrats always together . . .

... Westinghouse FROST-FREE . . . peerless pace setter among fully automatic, "No Defrosting" refrigerators. ... "Little Countess" . . . FROST-FREE super "sales baby" for Westinghouse refrigerator retailers everywhere.

Between the covers of 11 great national magazines . . . in the daily newspapers . . . by way of television . . . the "Countess" will enter the homes of every retailer's customers.

From store windows and selling centers, she'll beckon to women: "Come see Westinghouse FROST-FREE . . . finest refrigerator you can buy . . . the *only one that counts* . . . counts door openings to assure you FROST-FREE, automatic refrigeration at all times."

The "Countess" is your baby and ours. Adopt her! She'll win customers all summer long.

WESTINGHOUSE ELECTRIC CORPORATION  
Electric Appliance Division • Mansfield, O.

HERE'S USER PROOF THAT  
SELLS FROST-FREE . . .

... letters from women everywhere. They speak volumes . . . right from the hearts and pens of homemakers . . . who praise more lavishly than salesmen dare. It's the sales clincher for every salesman. Get yours now.

Only Westinghouse FROST-FREE is tested and proved in more than 100,000 homes!



\*Trade Mark: U. S. Pat. Issued, Nos. 2,324,309 and 2,459,173.



FAN



WATER HEATER



TOASTER



WASTE-AWAY



RANGE



ELECTRIC GRIDDLE



FOOD CHAFFER



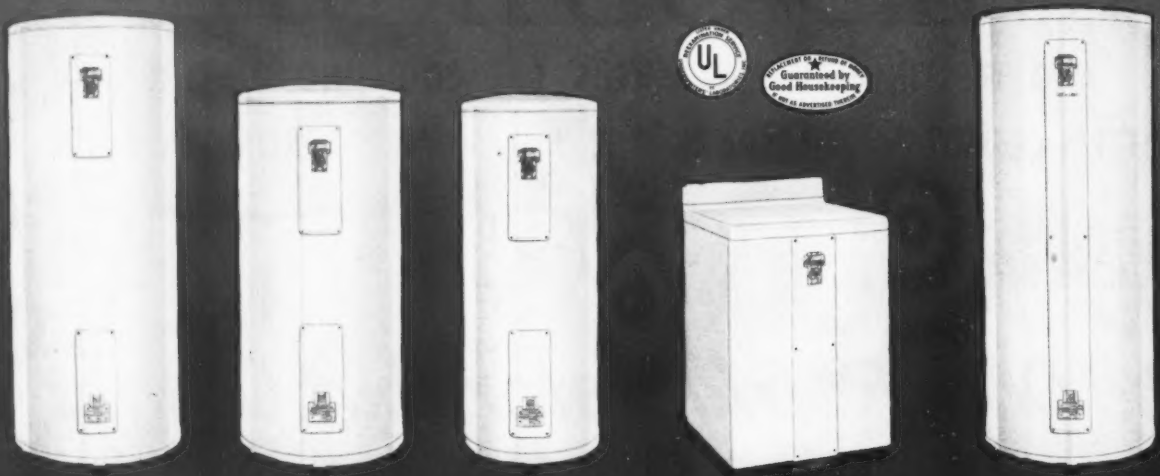
LAUNDROMAT



HOME FREEZER

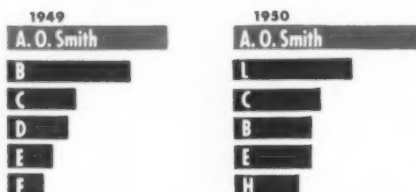


# Permaglas costs no more



...a model and size for every family or home

## ADVERTISING EXPENDITURES IN NATIONAL MAGAZINES



Leading Water Heater Manufacturers. Chart built from figures of Publishers' Information Bureau.

**Sell the full line.** Smart merchandisers always sell adequate sizes—and here, in the finest of all automatic electric water heaters, you have *everything* your customers want.

**Cost no more than ordinary water heaters.** A. O. Smith mass-production methods, developed in producing more than a million A. O. Smith automatic water heaters, bring you savings to pass on to customers.

**Can't rust because glass can't rust!** Exclusive *Permaglas* features—*Cer-amitron Construction*\* and the glass-surfaced steel tank—assure positive

protection against attack by all corrosive waters . . . provide sparkling clean hot water free from tank rust.

**Most consistent national advertiser.** A. O. Smith national advertising of *Permaglas* is the strongest and most consistent in the industry: a continuous builder of sales through development of unparalleled consumer acceptance.

**Get all the facts.** For complete information on *Permaglas* electric water heaters and A. O. Smith Registered Dealer opportunities in your area, write our nearest office—or use the handy coupon.

\*Patented

A. O. SMITH CORPORATION  
Water Heater Division, Dept. EM-651  
Kankakee, Illinois

Send me the facts on *Permaglas*. Include my copy of Don Herold's book on *Cer-amitron Construction*.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# A.O. Smith

AUTOMATIC WATER HEATERS

Boston 16 • Chicago 4 • Dallas 2 • Denver 2 • Detroit 21 • Houston 2 • Los Angeles 12  
Midland 5, Texas • Milwaukee 2 • New York 17 • Philadelphia 3 • Pittsburgh 19  
Seattle 1 • Tulsa 3 • Washington 6, D.C.  
International Division: Milwaukee 1 • Licensee in Canada: John Inglis Co., Ltd.

# The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

## The East



By ROBERT W. ARMSTRONG

**D**ESPITE the generally lugubrious comments of most eastern dealers and distributors, there were a few signs early in May that sales were on the upswing. Business, on the whole, was not plentiful, but there were bright spots.

For example, one New York City wholesaler complained that "business is tough to get," but he admitted a few sentences later that "there's been a little pick-up on white goods in the last ten days." A Philadelphia distributor, while unhappy, conceded that his business through April had been 100 percent better than in the same period of 1950. A Buffalo, New York, retailer said, "Business seems to be staging a slow comeback." Another in the same area declared, "Our business really isn't bad and we can't complain." And two Washington, D.C., department stores felt that major appliance sales were satisfactory.

**Dark Cloud.** But these were the exceptions. Consumers just weren't buying the way they did in the first two months of the year and most retailers were all too well aware that the slump had arrived before the shortages.

March freezer, refrigerator and range production set all-time records, but, said both distributors and manufacturers, they didn't have any inventory. And, although TV manufacturers were making drastic cuts in production, the supply showed no sign of dwindling. Obviously, it was the dealer who was stuck. And by early May the squeeze was beginning to hurt.

**Bottom of the Box.** Down in the bottom of this Pandora's box of misfortune there was still hope—hope for a hot summer and good air con-

ditioner sales, hope for a fair refrigeration season in May and June, hope that somehow high employment and high wages would bring buyers back into the market before fall.

Plenty of dealers were trying to hurry up the process of getting customers, but at this writing most promotional efforts, too often limited to sales, were not getting startling results. Out on Long Island, for example, retailers were crying "Name your own price," "\$500 reward if you're not sold at our cost," "Five years of free service for every TV set," and "We need 100 small screen sets right now." The only people who were buying, however, were the bargain hunters and dealers moving TV at discounts of 20 and 25 percent were discovering that the tiny profits didn't even cover their advertising costs. In Philadelphia, too, there was recognition that "crazy deals" were not the answer.

Said one distributor there, "A streamer on the window or an ad in the paper is not enough. We need to get leads and prospects. We need to line up the milk men and bakery drivers to give us tips. We need to put TV sets out on approval and make telephone calls and ring doorbells. That's the only way we can sell merchandise."

Another wholesaler declared, "Specials and reductions just aren't pulling. Dealers who are going out after business are the ones who are doing the best."

**Not So Easy.** Even merchants who were willing to really go out after the customer were not finding it any easy job. Salesmen were becoming scarcer—especially the kind of men who wouldn't turn up their noses at the suggestion that they ring a few bells. Moreover, fewer salesmen were willing to work on straight commission and a salary-plus basis was tough for many small, over-inventoried retailers to swing.

**Silver Lining.** Room air conditioners looked early in May as if they, more than any other appliance, might help to balance the sales books during the summer. A Philadelphia wholesaler reported that sales to dealers began in the last week of April and were at least up to 1950 levels. Supplies, he said, were even better than in 1950 and promised to remain so throughout the season. A New York distributor reported that sales were up over 1950 levels and he confirmed the improvement in the supply situation. In Washington, D.C., one big firm was already expressing doubt that even an enlarged inventory of air

conditioners would be enough to see them through the summer. A department store in the same city reported that consumers were already buying. And in New York City dealers were preparing programs designed to make air conditioner sales take the place of TV. Early in May newspaper advertising was already heavy.

In various parts of the East certain appliances seem to have avoided the depressing effects of the slump. In Washington, for example, freezers were in demand. Up in Boston one large dealer reported the last week of April as "an encouraging gain in sales generally;" another said portable radios were selling well and several dealers found that ranges moved easily.

**The Good with the Bad.** Three out of four reports from Buffalo, N. Y., are gloomy. Said one merchant, "Business is not as good as it should be for this time of year. White goods are making a better showing than TV. Stocks of the latter are heavy and are being dumped."

Said a second merchant, "Customers seem inclined to wait, especially since the government made the recent announcement about price cutbacks at the manufacturing level."

But a third merchant, while admitting that television sales were off, said, "White good and radios are up about 50 percent over a year ago. Our overall business is up about five percent. Washers are very strong and ranges are good. We sold 42 washers in a single day here recently."

Ironers, apparently, are benefiting from the effects of all the 1950 and early 1951 promotion of washers and dryers. "A lot of people who bought washers and dryers are now getting ironers to complete their laundry set-ups," said one Philadelphia merchant. Freezers, too, were in demand in urban Philadelphia, according to several dealers, one of whom expressed the opinion that it was the first time in history that city residents had shown any great interest in this appliance. Most in demand, he said, were sizes of 12 cubic feet and under.

As in Boston, electric ranges were selling fairly well in Philadelphia. Said a wholesaler, "We can sell all we can get, but the supply is just fair."

How long supplies would continue to be good or "just fair" on a multitude of items is no longer the paramount question with most retailers in the East. What they were most worried about at this writing was how to get rid of the stuff they had on hand.

## The Midwest



By TOM F. BLACKBURN

**I**N Wichita, Kan., last week, a distributor said, "If the market is loaded on one type of appliance, why don't the fellows plug something else? The advantage of this business lies in the fact that there are many appliances, and each of them has different advantages."

He was replying to the report of a wail in which the dealer remarked, "This business has gone to hell. There hasn't been anyone in asking for a television set in the last two weeks."

Dishwashers, space heaters, attic fans, rebuilding radio-record player sets, replacing heating elements in ranges, selling power-driven lawn mowers all are opportunities without crowding and cut prices.

**Loaded to the Rafters.** A swing westward reveals that dealers and distributors (who have money) are in a rather loaded condition. One has \$150,000 more in his warehouse than last year, another is up several hundred thousand. Herman Seeley of the Chicago *Daily News* states that one Chicago retailer is up \$400,000 in merchandise, another \$125,000. So it goes everywhere, it seems.

**"Forward Buying" Ends.** What is the cause of the lull in sales? A Kansas expert feels that as long as the public believed a general war imminent, there was a rush. Today, he says, the public does not think this. There was a drop in sales when MacArthur was fired, he declares.

**Necessities Come First.** The family is again paying most attention to the necessities of life, feeling that it has enough essential appliances. The University of Michigan  
(Continued on next page)

# More Power per pound

than any other food mixer  
in the world



**Sells on power**

Does every food mixing job—easily mixes the heaviest cake batters.

**Sells on economy**

Mixes everything a stationary mixer can, yet costs far less.

**Sells on convenience**

The only truly portable mixer that can do all food mixing jobs.

YOU'LL DO BETTER WITH ALL

**Oster**  
GUARANTEED QUALITY

ELECTRIC HOUSEWARES

FEATURE OSTER PRODUCTS FOR EVERY GIFT OCCASION

JOHN OSTER MANUFACTURING CO., RACINE, WISCONSIN

Makers of the OSTERIZER, the Original Liquefier and Blender; AIRJET Hair Dryer; STIM-U-LAX JUNIOR and SCIENTIFIC Massage Instruments; Double-Action Electric Knife Sharpener, and the world's finest hair clippers.

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## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 5

reports that the average U. S. family income was \$4,018 in 1949, of which \$989, or 24.6 percent, went for food; \$568 or 14.1 percent, for housing, fuel, light and refrigeration; \$485, or 12 percent, for clothing. Automobile, insurance, household operations, medical care and transportation bring fixed expenses to 81 percent of the total. A lot of things come before the purchase of appliances.

This year's slump in consumer buying comes when the dealer and distributor are loaded. The rapid filling of dealer back orders, in some cases forcing him to pay demurrage charges, fills him with apprehension.

**Promotions Get Crazier.** That some extraordinary merchandising is called for is evidenced by one television manufacturer throwing in an \$89 record player with the purchase of a certain sized TV set. A vacuum cleaner manufacturer has a one-cent sale angle tied in, offering a storage chest for one cent plus the traded-in cleaner.

A baseball contest is used by another television house, with prizes for estimates on paid baseball attendance during May. First prize is a \$595 combination, and 500 low winners get baseball tickets.

A "double trade-in" allowance is advertised on a refrigerator. It amounts to a \$30 allowance on a running 10-year-old box, our shopper discovered, but apparently the idea "listened good", as it is being repeated.

During the decade a lot of centrally located big stores have tried selling all over the state with truck delivery. This is fading so far as appliances go, as local buyers fear lack of repair service.

**Service Headaches.** In Wichita, Kan., the appliance association reports that builders are sticking dealer labels on the goods they sell, asking the home buyers to go to dealers for service. The dealers are tossing the service directly into the

distributors' laps, giving them the headaches.

Dealers' stocks of refrigerators are so high in one area that a utility executive well known to bankers is considering calling on them and asking the banks to go easy on calling loans, that the refrigeration season is still ahead, something many bankers do not know.

Signs of the times: Mail order chains are putting out for sale scarce wiring supplies that have not been seen on the counter since last August. The outbreak of the war was a signal for hoarding on a large scale. Bit by bit those who feel they might be overstocked and might be holding the bag are disgorging the scarce stuff.

## The South



By AMASA B. WINDHAM

**D**URING the first week of May, a thoughtful citizen of the southeastern United States might well scratch his head and wonder what kind of economy he was living in.

In Birmingham, the newspapers told him that 10,000 American boys were dead in Korea and that more were likely to die. But a few pages further on, he read ads which screamed of "a 9¢ sale"—living which he could pay nine cents down on appliances under \$50. Another dealer offered to pay him 10 percent interest on all lay-away deposits he made on refrigerators.

In Atlanta, Charlotte and Miami, the favorite gimmick of dealers was "\$5 down reserves any appliance." He could get a \$25 to \$60 trade-in allowance on any old beat-up radio toward the purchase of a TV set. In Memphis and Nashville, he got offers of free merchandise ranging from record players to a 90-piece set of dishes if he bought electrical appliances.

No wonder the southern dealer, like dealers everywhere else, was confused. He was at war—or going through the most remarkable facsimile of it ever invented—but he definitely was not living in a wartime economy. Sales charts zig-zagged up and down like a monkey on a pogo stick. Nobody seemed to know which way the buying public would jump and there was just

(Continued on page 8)



"I ADVISE YOU TO BUY IT NOW. WE EXPECT THAT NEXT MONTH THE PRICE WILL GO BACK UP TO TWENTY PERCENT OFF."

JUNE, 1951—ELECTRICAL MERCHANDISING



**WHAT A DIFFERENCE IT MAKES . . . When you handle Bendix**



The most wanted work savers ever built—

**BENDIX**

**Automatic Home Laundry Appliances!**

A complete line—with a great name behind it—with a wide range of prices—with a great advertising program—with sound merchandising and promotions—with consumer preference built up over 14 years. The name Bendix is synonymous with "automatic washer"—that's why it makes such a difference when you handle Bendix!



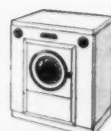
Bendix  
Automatic



Bendix  
Economat

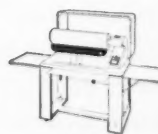


Bendix  
Diplomatic



Bendix automatic Dryer  
(electric or gas models)

World's most complete line of automatic home laundry equipments



Bendix  
automatic ironer



**BENDIX HOME APPLIANCES — Division Avco Manufacturing Corp., South Bend, Indiana**

ELECTRICAL MERCHANDISING—JUNE, 1951

PAGE 7

## IN NO OTHER BODY Do You Get All This



### HUSKY, WIDE and HANDSOME

Carry-All's exclusive design and its extensive tooling and engineering make possible heavy gauge steel construction (with the correct gauge for each component) and a unique bridge-type underbody . . . these make possible huskier construction with lighter over-all weight and fewer number of parts than any comparable body on the market—that's why the MORRISON Carry-All has greater carrying capacity for gross vehicle ratings!

### POSITIVE PROTECTION AGAINST WEATHER and THEFT

The center control dual latch locking arm effectively seals the double stamped and embossed door panels against the specially molded rubber gasket to make a completely weatherproof and weathertight closure. The forged chrome-plated handles are recessed for safety as well as appearance, and the entire mechanism is protected against theft by an individual cylinder positive action type lock on each door—keyed alike.

### A DESIGN FOR EVERY ELECTRICAL JOB

The MORRISON Carry-All is designed for ready adaptation to any job . . . Morrison made provisions in the basic design for and has made available a selection of specialized accessories, so that the basic body can be easily adapted for any purpose in the electrical industry!

### LOWER INITIAL COST—NO MAINTENANCE COST

Each dollar saved on your initial investment is matched by lower depreciation and no maintenance costs . . . the MORRISON Carry-All's die-stamped steel, electrically-welded construction is rugged enough to outlast two or three chassis and can be easily transferred from one chassis to another.

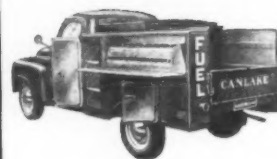
The MORRISON Carry-All is carried in stock for immediate delivery to franchised chassis dealers by 60 established truck equipment distributors from coast to coast.

### MORRISON STEEL PRODUCTS, INC. Carry-All Body Division

607 AMHERST ST.

BUFFALO 7, N. Y.

MORRISON "Carry-All" Distributors carry a full line of truck equipment needs. They are ready to modify or tailor all equipment to your particular needs. Consult them for special installations—including winches, derricks, pipe vises, reels, support jacks, etc.



## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 6

no such thing as "a trend". Sears-Roebuck stores in Atlanta, Birmingham and New Orleans, according to reliable sources, showed a decrease in appliance sales of from 15 to 25 percent. But four of Memphis' million-dollar-a-year appliance retailers all reported better business in April than in the boom months of January and February.

**Buying Wave Dwindles.** Such wide variations in the buying picture are hard to analyze, since there is no apparent reason for demands to be higher in one southern city than in another only 250 miles away. The one conclusion which can be drawn safely is that the second post-Korean wave of consumer buying is dwindling and competition for the volume is again on the upgrade. In mid-April, a representative of Defense Mobilizer Wilson's office declared that he looked for a "vast bargain spree" in which dealers would offer appliances at less than list prices in order to empty heavily-stocked warehouses. But it's hard to believe that department stores, for example, will soon begin offering storewide clearances in the hope of moving merchandise in stock, so that they can restock with less expensive items.

The month's sales included a spurt in ventilation and cooling equipment as was to be expected with the approach of warm weather. However, reports from the Miami section indicated that air-conditioning sales are getting off to a slow start and are behind last year's volume. Nevertheless, dealers believe that air-conditioning should have a big summer, especially room type portables. Home freezers have not gotten off to the flying start they had last year, although the sales lag is not considerable.

The big volume is still in refrigerators, ranges and washing machines, with new appliances falling behind the expected sales figures. The dehumidifier, for example, which made such great headway last year, is not being pushed, nor are clothes dryers, ironers or disposal units. Dishwashers, however, seem to have become more and more accepted as a necessary household appliance, and sales are fairly steady all over the South. Many of the smaller towns have begun to promote and sell dishwashers and it looks like a big year for this item.

**Promotions Pay Off.** Late spring promotions have begun to pay off. The Chattanooga Power Board expected dealers in that city to sell several thousand dollars worth of extra equipment as a result of Electrical Bonus Week, May 7-13. Cooking schools, special window displays and city-wide demonstrations fanned high interest in the promotion. Several utilities staged lighting campaigns which made dealers more aware of the profit opportunities in the sale of lighting equipment, and many distributors pushed various campaigns of their own, all with highly successful results.

Such wartime problems as rent and manpower again, or rather still, were plaguing dealers. Rentals in

Atlanta and Birmingham, for instance, were at an all-time high. The manpower problem was being met as well as dealers knew how. One enterprising retailer in Memphis had trained and put into the field a sales team of seven housewives, most of them over 40 and with families. Another dealer, in Georgia, being subject to recall as a reserve in the armed forces, had persuaded his father to quit a railroad job and go into the business with him. Most small dealers were simply working 16 to 18 hours a day themselves and hoping to find good sales help whenever they could.

**TV Upswing.** Television, which got caught in a sort of bear market in February and March, was a little more bullish in April. Sauer selling returned to the market and most dealers stopped offering fantastic cuts and wild inducements to speed the movement of sets from the shelves. There were, of course, still plenty of trade-in offers and a lot of price cutting, but nothing like the March madhouse.

In comparison, radio remained as aloof from the turmoil as Dean Acheson at a MacArthur rally. There has been no decline in the steady sale of all types of radio sets. Jewelry stores, drug stores and clothing merchants sold radio sets just as did department stores and regular appliance dealers. It is obvious now that TV will never cut into radio sales volume, and the fears of two or three years ago now seem rather silly.

The addition of sidelines continued as many southern dealers kept an eye and ear open for the first hint of heavier shortages. One veteran dealer in Atlanta, who has handled nothing but appliances for 20 years, added a camera and photographic equipment department, possibly not realizing such material will be even shorter than anything else. Paints and housewares seemed to be the favorite sidelines, although the variety ranged from garden seeds to greeting cards.

## The Far West



By CLOTILDE G. TAYLOR

"NOT SO GOOD" is the report from most sections of the West as of the end of April. The (Continued on page 12)

# When Competition Gets Tough

**Barton**

## EXCLUSIVE FEATURES insure PRICES and PROFITS for you



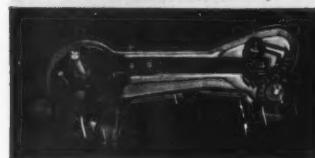
**WATER DEFLECTOR TUB**  
1800 Extra Water Currents per minute



**CONTROLA-SPEED**  
3 Speed Washing — 3 Speed Wringing



**DOUBLE DUTY AGITATOR**  
Washes small pieces separately



**SEALED-IN-OIL TRANSMISSION**  
Precision built—quiet and dependable

*no other washer has these features!*

### Water Deflector Tub

Distinctive Water Deflector Tub—provides extra water currents—assures cleaner clothes.

### 3-Speed Washing and Wringing

Correct washing speed for various fabrics—adjustable wringer speed to allow more time for rugs and other heavy, bulky articles.

### Double Duty Agitator

Double Duty Agitator permits washing of smaller pieces in separate compartment. A real time saver.

Tested trouble free transmission—with an exceptionally liberal Life-time Guarantee.



Distinctive and exclusive features increase in importance as competition gets tougher. Protect your position with features that only Barton can provide.

When competition gets tough—when washer prospects are more choosy, the outstanding *exclusive features* furnished only by Barton insure proper sales price and profit for you.

For nearly a quarter century, dealers have retained profits on Bartons because of the freedom from service. This is particularly important with growing man-power shortage, and high cost of service calls.

Visit the Barton display, 549A, American Furniture Mart... June 18 to 28

**THE BARTON CORPORATION**  
WEST BEND, WISCONSIN

**Barton**  
**BETTER**  
**WASHERS**

THE BARTON CORPORATION  
West Bend, Wisconsin  
Please send full information on Barton Washers.

Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Buyer's name \_\_\_\_\_



# EUREKA'S Great "3 in 1"

## Comes to LIFE

APRIL 30th ISSUE

# Post

THE SATURDAY EVENING  
MAY 19th ISSUE

...and that's not all!  
TERRIFIC SALES-MAKING

## Spring Promotion

FEATURES FREE POWER-DRIVEN FLOOR POLISHER

Here's more proof Eureka gives dealers the kind of promotions that produce "big ticket"—big profit store sales by newspaper advertising. Ads run today ring up sales tomorrow. Excited prospects phone at once and request home demonstrations, they want to see the sensational New Eureka "3 in 1" Wonder Cleaner and its Power-Driven Floor Polisher.

The FREE OFFER of a power-driven floor polisher is plain magic. The waxer-polisher adds \$50.00 value to the cleaner, and the demonstration on bare floors and linoleums, using a good fast-drying paste wax, is a "sure-fire" way to a quick, wrap-up sale.



Power-Driven  
Floor Polisher adds  
\$50.00 Value to EUREKA  
"3 in 1" WONDER CLEANER

The floor polisher brush snaps inside nozzle in place of nylon-bristled distributor... Converts cleaner into excellent power-driven polisher—does a professional job and women like it.

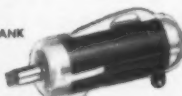


LOOK AT THIS  
SALES EVIDENCE!

### THE THREE GREAT NEW EUREKAS A Complete Cleaner Department

Three New Eureka Cleaners, that's all you need... and you're in business! Low cost inventory—hot merchandise—quick sales—big profits.

New Model "600" TANK  
Popular Priced,  
powerful, all-steel,  
and excellent set  
of cleaning tools



New Model "700" AROMATIC TANK  
Super-powered,  
all-steel, no bag  
to empty, and  
complete set of  
cleaning tools



### Augusta, Ga.

Georgia Power Co. obtained 18 hot prospects from a 36" ad in four days. Sold 14 EUREKAS at time of demonstration.

### Springfield, Ohio

Fussnacker Sweeper Sales and Service ran three 36" ads a week apart:  
Sold 7 First Week  
Sold 12 Second Week  
Sold 13 Third Week  
Total Sold 32 In Only 3 Weeks Promotion



# Sales Story



**NOW! LIFE, POST and LADIES' HOME JOURNAL**—the 3 great "powerhouses" of the national magazines—will tell the amazing story of the sensational new Eureka "3 in 1" Wonder Cleaner to over 50 million readers in striking color ads.

In many cities, the combined readership of these three great magazines exceeds the circulation of the best local newspaper. This amazing distribution means dealers everywhere—in every town, city and hamlet—will feel the impact of Eureka's sensational new and different story, "Get all 3 in one wonder cleaner."

Such an amazing story, pre-sold to millions by Eureka's color ads, is positively certain to make dealers' store and window displays and their use of Eureka promotion advertising in the local newspapers effective in producing Eureka wrap-up sales at "big ticket" profit figures. WRITE... or WIRE TODAY for full details on our Spring Promotions.



**Powerful EUREKA TANK-TYPE CLEANERS** complete with cleaning tools are available in 2 beautiful models. No Bag to Empty!



**Eureka Williams CORPORATION**  
Bloomington, Illinois

*Five products for the home*



SENSATIONAL NEW 1951  
**EUREKA "3 in 1" WONDER CLEANER**

ONLY 6" HIGH  
Runs under low furniture

**EUREKA**  
*A New Kind of Cleaner*

Eureka Williams Corporation • Bloomington, Illinois



# Stumped for a Sales Clincher?

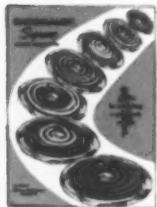


with the **RIGHT ANSWER** to questions most prospects ask...

- ✓ Are the surface units economical to operate?
- ✓ Are they fast?
- ✓ Are they easy to clean?
- ✓ Do they keep kitchen heat down?
- ✓ How long will they last?
- ✓ Is maintenance expensive?

and **PROOF** to back you up

Free Chromalox literature gives you convincing, selling answers to prospects who ask about every detail of modern electric surface cooking. Make selling easier and faster by knowing all the Chromalox advantages and the why of Chromalox design.



It's easier to sell the best! Use this bulletin to point out all of the modern sales-clinching surface-cooking advantages of Chromalox-equipped ranges.

And here's a comprehensive 24-page booklet that shows the way to more sales in the fast-growing electric range market.



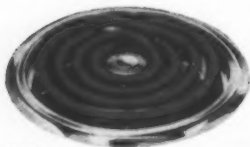
Write for **YOUR COPIES TODAY!**

**CHROMALOX Supreme**

for everything a good cook expects

EDWIN L. WIEGAND COMPANY

7525 Thomas Boulevard • Pittsburgh 8, Penna.



RC-47

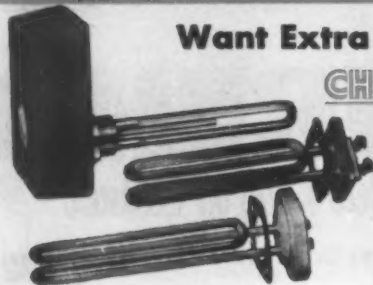
Stock Chromalox Supreme Units for Modernizing Any Electric Range

Want Extra Profits?

**CHROMALOX**

**Electric  
HOT-WATER  
REPLACEMENT  
HEATERS**

WRITE FOR DATA SHEET



## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 8

drop in sales which became apparent in February and March has continued and in addition the public seems to have reached the stage where they are reacting against high prices in food and clothing by just not going out to buy anything. Actually volume of sales in some areas is still above the 1950 level, but the bulging warehouses of appliances and television have set dealer goals so high they just cannot be met. Result has been that some well established firms have actually dropped out of the picture and some others are worrying. Expressed hope is that manufacturers will not come out with midyear models which will render the present stocks obsolete. Wholesalers, on the other hand, would like to get rid of the appliances now piling up in their own warehouses because dealers have not the funds to buy. From a real shortage, they now suddenly find themselves with more than they know what to do with.

**Manufacturers' Cutbacks Due.** It is ironic that this situation should have arisen just at the point when manufacturers' cutbacks are due to show up. Western gas range factories have already cut output and the prediction of a 20-25 percent cut for most major appliances, perhaps more for certain small appliances, still holds. Dryers, freezers, deluxe model ranges and some makes of automatic washers are in short supply. Symptomatic is the high attendance at an economy food demonstration in Sacramento, Calif., which had to be repeated to meet the demand. Also the want ads which offer "practically new" appliances "not yet out of the crate"—items bought during the period of scare buying on which the owner now cannot meet the payments.

Cut-price tactics, high trade-ins and other signs of fright on the part of overstocked dealers have not helped, but rather have encouraged the public to put off buying until further price cuts may appear. Souder heads are advocating a little oldtime sales effort and promotion as a cure for present inventories. Lifting of the freeze by the FCC, plus an increasing diversion of factory facilities to defense orders may change the television picture in a short time. Almost everyone in high places predicts a sound summer and fall business for those who will work for it.

**Want to Modify Regulation W.** Regulation W was designed to cut sales—and the pinch is very definitely being felt, particularly by those firms whose volume was based on lenient credit terms. There is considerable grumbling, and various appeals have been made to modify the provisions of the Act. Most promising of these is a movement to permit application of trade-ins toward down payment. This has received much support in Los Angeles, where one distributor is urging dealers to send a telegram to congressmen to the effect that the present situation is serious to the point of forcing many dealers out of

business, particularly in the television field, and urging prompt relief. In the meantime, government enforcement of the regulation has been stringent, with no subterfuges permitted.

Many stunts (most of them perfectly legitimate) have been developed by various stores to make down payments easier. A distributor in the Pacific Northwest has arranged with cooperative banks to accept savings accounts ear marked for down-payments on a selected appliance. A Phoenix firm gives a thrift bank to the would-be purchaser into which regular savings are to be put until the dial registers the amount of required deposit. A Salt Lake dealer sells bonds in small amounts which bear 10 percent interest until used as down payment. These must be purchased on a regular schedule and in an amount not more than half the value of the designated purchase. Incidentally, this did not attract the volume of business expected by its originator—at least in response to the initial advertisement. Department stores of Sacramento, Calif. report that charge account credits are at an all time high.

**Promotions Pay Off.** Numerous promotions from different sections of the West have shown good results. Most department stores ran March or April housewares fairs and insofar as these featured electrical appliances, the returns were good. The West is making preparations to tie-in with the national housewares program. Probably sufficient of these appliances are on hand to make the planned events worth while, although some shortages are being felt. An estimate has been made that Californians spend half a million each day for gifts—and there is no reason why a reasonable proportion of this should not be spent for electrical items. Nor is the furnishing of the new home after the wedding being overlooked, a program in which the mother of the bride often plays a leading role.

**MacArthur TV Promotion.** Most colorful event of recent weeks, of course, was the San Francisco arrival of General MacArthur, which had its repercussions on the electrical market in the importance of the occasion as a television attraction. In spite of the short notice, many stores in San Francisco and Los Angeles advertised the availability of sets to see the event. It was not to be expected that there would be any rush to buy, but there is no doubt that the advantages of set ownership were impressed on the public and may help later to bring a new set of prospects.

**TV in Western Centers.** The Los Angeles television market is distinctly jittery, fearing a real break in ranks. Considerable price cutting and backdoor trading is already apparent. San Francisco is somewhat off from the bright beginning of the year. Price cuts are beginning to show up, particularly in the form of

(Continued on page 14)



# When mother needs a friend!

## You are that friend, Mr. Dealer



### AND JOHN WOOD HELPS YOU

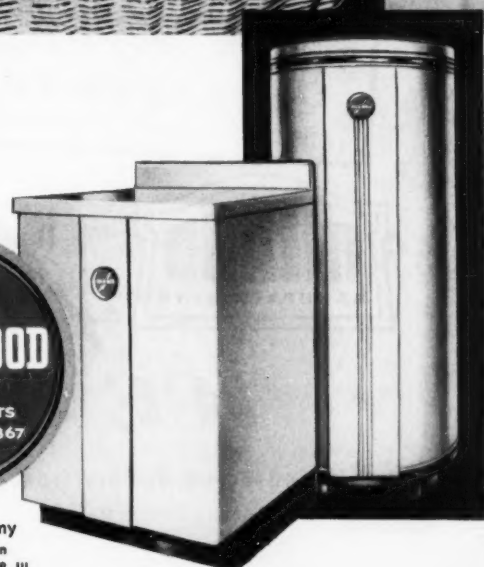
**GET ACQUAINTED!** Yes, John Wood sets you up as the friend who can supply all the answers that are important to home owners in your neighborhood. For John Wood advertising is doing a big job for you through national magazine advertising, eye-catching newspaper ads. Also available is material for direct mail, radio and TV spots, window streamers, etc.

JOHN WOOD helps you make friends where friendship counts most...right

among the people in your own neighborhood who can afford the services you sell and install.

**call your JOHN WOOD jobber...** Get your jobber to give you all the details of the John Wood Friendship-Building Plan.

*Every time you install a John Wood Automatic Water Heater you make a lasting friendship...because trouble-free, dependable John Wood Heaters give exceptional service for years and years!*



## AUTOMATIC ELECTRIC WATER HEATERS

John Wood Company  
Heater and Tank Division  
Conshohocken, Pa. Chicago 9, Ill.  
Toronto 6, Can.

# Now! Inland Ice Trays



## Lift! Tilt!

**for ice cubes...fast!**

There's no other way to get ice cubes so easily, so conveniently, so quickly! With the Inland trays you lift the "Magic Touch" lever and tilt the grid. There are your cubes...big, sparkling, free, dry. Take a few cubes and let the rest drop back into the tray with the grid for later use. Or lift out the grid for a whole trayful of cubes.

You needn't wait for this unmatched ice cube convenience. You can have Inland "Magic Touch" Trays in your present refrigerator. And be sure they're in your new refrigerator. Just ask for them.



*"Magic Touch"*

**ICE CUBE TRAYS**

INLAND MANUFACTURING DIVISION, General Motors Corporation, Dayton, Ohio



*"Magic Touch"*

**ICE CUBE TRAYS**

**INLAND MANUFACTURING DIVISION, General Motors Corporation, Dayton, Ohio**

PAGE 14

## APPLIANCE-RADIO-TV PICTURE

—CONTINUED FROM PAGE 12—

exaggerated trade-in values. Drop in price announced by one manufacturer is getting a big play. One furniture store announces a \$25,000 sale of appliances and television, a department store appliance center promises \$14,000 in give-aways, another advertises large trade-in values, the used appliances to go to charity. One high-pressure firm offers \$65 for "your old iron, coffee-maker, vacuum cleaner", or what have you? The San Joaquin Valley area expects a boom this summer in cotton, which means farmers with plenty of spending money.

**Arizona Promotions Successful.** Arizona's Frozen Food Show was a great success, with the local sale of freezers for March nearly double that of a year ago, credited to this promotion.

Evaporative coolers have become a major industry in this area and come to the fore as the warm season approaches. Phoenix has four factories producing coolers, which account for 50 percent of all sold anywhere in the country. The business amounted to more than a quarter million dollars last year. Until well into April, at least, this region had felt little of the worries of the Pacific Coast. The local league in its annual prospectus confidently looked forward to a sale of electrical appliances well above last year. In its analysis of local markets, it pointed out that Phoenix this year has more families, but smaller ones, that more of these families are in the moneyed class, that more women are working than ever before in proportion to population—that is, more families have double incomes plus a greater need for labor-saving helps, and that a larger proportion live in the suburbs. The power company in this area has a crew out contacting all customers and gathering prospects for the dealer.

**Intermountain Dumping.** Some dumping of overstocks from the Pacific Coast is reported from the Intermountain area and dealers are deeply worried about oversized inventories combined with a dropping off of store traffic. That there is some abuse of television demonstrations in the Utah area was brought out by a recent discussion of the evil at a Provo dealer meeting. Warning was also given against pressure groups which are maneuvering for discounts for their members from local dealers, a practice definitely contrary to state law, which requires that no customers be favored over others. A recent utility analysis of the market in this area indicates that electric ranges are now used by more than 50 percent of the housewives and that replacements, and hence trade-ins, are of growing importance. Ranges under \$200 have greatest sale. Television has cut to some extent into the radio market, but radio sales are expected to continue at about 1950 level. Portables and combinations have been radio favorites. In television 14-16 inch sets are best sellers. Automatic washers make up 40 percent of the washer sales in that area.

(Continued on page 16)

JUNE, 1951—ELECTRICAL MERCHANDISING

# Quality you can demonstrate

## AT EASY-TO-SELL PRICES



# Lectro-Host

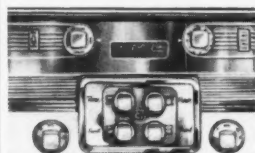
TRADE MARK

ELECTRIC RANGES . . .

WATER HEATERS . . .

REFRIGERATORS . . .

HOME FREEZERS . . .



**VARI-SPEED SWITCHES** — cook at any degree of heat. Not just three, five or seven fixed heats, but a complete range of temperatures from simmer to sizzle.



**AUTOMATIC TIME CONTROL** — provides complete freedom from stove-tending. Allows automatic meal preparation even though away from home.



**MONOTUBE SURFACE UNITS** — the wide, flat surface of the single coil provides greater utensil contact . . . heats evenly at any switch setting . . . tilts up for easy cleaning.



The Lectro-Host line is designed to help you sell. The attention compelling beauty of a Lectro-Host is an eye-stopper everywhere. Its many convenient features and attractive price range promote quick sales.

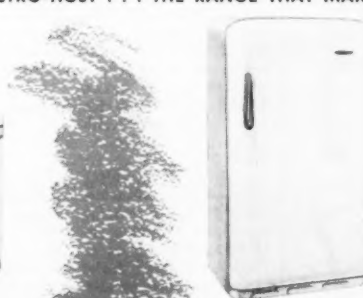
**THE SUPREME** — deluxe double oven model with new concealed oven units is only one of the many new outstanding models in the Lectro-Host line. Compare its quality . . . its features.

**LECTRO-HOST . . . THE RANGE THAT MAKES GOOD COOKS BETTER**



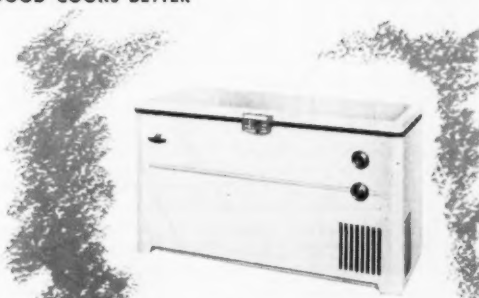
### WATER HEATERS

with thrifty Equato-Ring units. Available in round and table top models in capacities from 30 to 80 gallons. Size to meet any family's requirements.



### REFRIGERATORS

with across top freezers, door shelves, adjustable shelves, full width crispers, full length doors, every modern refrigerator convenience. In 7 and 9 cu. ft. sizes.



### HOME FREEZERS

in the three most popular capacities, 13-16 and 20 cu. ft. With separate Quick freeze compartment, automatic inner light, racks and dividers. All controls conveniently located on front.

The finest in home appliances since 1875 **A. J. LINDEMANN & HOVERSON CO., Milwaukee 15, Wis.**

SEE US IN SPACE 17/P42 and 43, AMERICAN FURNITURE MART, CHICAGO, ILLINOIS



## Double the earnings of your trucks!



### ANTHONY "LIFT GATES" CUT LOADING and UNLOADING TIME IN HALF!

More trips per day...

Anthony Lift Gates have proved to the shrewdest truck operators in over 58 totally different industries, from Pie Bakeries to Steel Mills handling everything from diapers to dynamite, that they drastically cut operating costs... slashing them as much as 50%. Loading and unloading time is reduced to a fraction of the usual time. Practically doubles the number of daily deliveries. Greatest efficiency and savings are secured only by using the "type" of gate most practical for your specific loading and handling requirements. Anthony Lift Gates are available in all 3 types to fit the many specialized needs—and you have a choice of "Hydro Power" Closing or "Spring Powered" Closing.

Write for "The Facts About Lift Gates" which explains the advantages of each type—there is no obligation. Dept. 502

ANTHONY CO., Streator, Illinois

## AMERICAN FURNITURE MART

JUNE 18 To 28



#94, #95 17th FLOOR

### Take a Long Look at One Minute!

The longer you look—the more you compare—the surer you'll be to take One Minute as your money-making, friend-making washer and tub line... the profit twins, when sold individually or in combination.

Stylish, yes! There's nothing more beautiful at the price either! But, "handsome is as handsome does" and that's where sturdily built, soundly engineered products that proudly bear the One Minute name pay you more in consumer acceptance, more in long-lived customer satisfaction.

### INVESTIGATE ONE MINUTE'S DEALER DEAL

Be a One Minute dealer this year—and smile all day long! See us at the show June 18 to 28—or write us any time.

CONSUMER  
APPROVAL ACROSS  
THE NATION

**One Minute**

Washer Company

KELLOGG • IOWA



## APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 14

Not many stores are adding additional lines to supplement electrical appliances, but one major outlet in Salt Lake City recently opened a furniture annex because of "anticipated shortages".

**Oregon Preparing for TV.** From Oregon comes a report that appliances have shown some spring upswing but are not coming up to the hoped-for volume for most dealers. Here, too, numerous promotions have been in order, with excellent results reported. Contrary to the trend in many western areas, dealer reports from the system of the Pacific Power & Light Co. in Oregon and Washington show that February sales were 21 percent above January and March better still. Great interest is being shown in television in this area and forwarded orders for transmitting equipment may permit actual opening of at least one station as soon as the ban is lifted.

**Competitive Spring for Washing.** In Seattle, television sales, which had been tops for the early months of the year, have been sagging during the past few weeks and major appliance sales were "not so good". The IIEEDA of Spokane forecasts a lively and competitive business this spring, with a public that must be sold on the merits of the product. The proposed law requiring permissive telecasting of games from all colleges which are tax supported was defeated in the Washington legislature. So, too, were special taxes on TV sets, a measure to require a license and bond for contractors, and state control of the sale of electrical appliances.

**Pre-Excise Tax Buying in B. C.** British Columbia reports business "not too bad". February was well ahead of January in sales. Exceptions were radios, rangettes, washers and those items, such as electric blankets and heaters, which sold less well in a mild winter. Some of the buying has perhaps been aimed at getting ahead of the announced 8-10 percent increase in general sales tax and the increase in the excise tax and its extension to stoves, washers, refrigerators and freezers. Other appliances were already included. Dealers in the British Columbia area on the whole have not raised prices on appliances already in stock.

**Television in Mexico.** Mexico apparently is developing a healthy radio and television business, which is being felt across the line. One United States dealer operating stores in California and also in Baja California reports excellent sale of radio with short wave reception (to get Mexico City programs). One California radio and television manufacturer now operates an active factory across the line, serving some 125 dealers and expects to open another factory in Brazil before long. Mexican preference is for attractive furniture in a console set. They like shiny finishes in mahogany or walnut.

this might work



for laundries...

**BUT**

there's an easier  
way to get **BUSINESS**  
in the **NEW-**

## CONSTRUCTION FIELD

Dodge Reports give you prospects who are not only ready to buy but who are going to be sold soon by someone. Is that someone you?

Dodge Reports tell you who is building what, where and when. Manufacturers, contractors and suppliers depend on this long-established business service for reliable sales leads. Dodge Reports are the product of the daily investigations of more than 900 trained news gatherers, who get new building facts straight from owners, architects, engineers, contractors and many other sources.

Dodge Reports are carefully screened to meet your own needs. You select the specific trading areas, large or small, in which you are interested anywhere east of the Rockies. You also specify the jobs you want reported by type of construction, minimum valuation and by stage of development. You will then receive comprehensive information on every job thus selected and reported daily to you.

Find out how Dodge Reports help you land new business. Mail coupon for details or call the F. W. Dodge office near you.

**DODGE  
REPORTS**  
tell you  
who to sell—  
when to sell

I would like to see some Dodge Reports on business within my area. I do business East of the Rockies.

Name \_\_\_\_\_

Firm \_\_\_\_\_

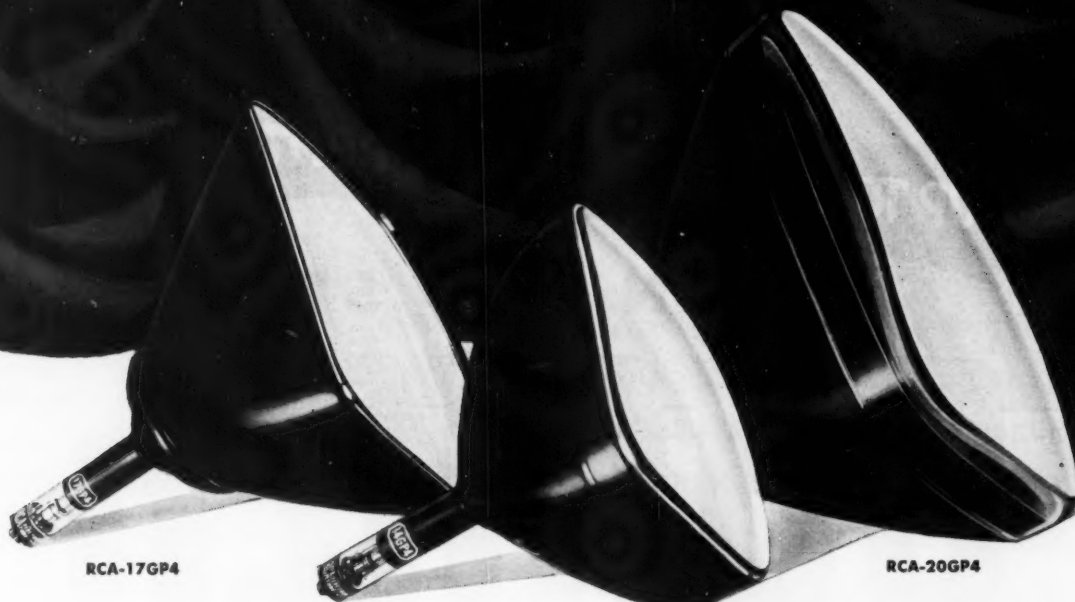
Address \_\_\_\_\_

**DODGE REPORTS**

CONSTRUCTION NEWS DIVISION  
F. W. DODGE CORPORATION  
119 W. 40th St., New York 18, N. Y.

EM 651

THE QUALITY OF RCA TUBES IS UNQUESTIONED



RCA-17GP4

RCA-14GP4

RCA-20GP4

ANOTHER IMPORTANT RCA

*Engineering Advance...*

Electrostatic Focusing  
for television picture tubes  
... and how it will benefit you



Once again, RCA engineering has made an important technical advance that benefits the entire industry—by developing an improved method of electrostatic focusing. Electrostatic focusing has now been incorporated in three new RCA rectangular kinescopes.

The new tubes require no focusing coil or focusing magnet. They provide pictures of the same high quality obtained from magnetic-focus types.

It will be a while before you as a dealer or a serviceman will have occasion to stock these electrostatic-focus kinescopes. But... because these tubes permit important savings in critical materials, manufacturers can produce more television receivers upon which your future business will depend.

In the meantime, RCA is producing sufficient quantities of its magnetic-focus kinescopes to meet your current replacement requirements.

Keep informed... stay in touch with your RCA Tube Distributor



**RADIO CORPORATION of AMERICA**  
ELECTRON TUBES  
HARRISON, N. J.

**1950 PROVED IT!**

**FAR MORE SELLING HELP!**

**FAR LESS INVENTORY**

**UP TO 50% MORE DOLLAR PROFIT!**

**WHEN YOU SELL**

**QUAKER**

**OIL and GAS**

**SPACE HEATERS - FLOOR FURNACES**

*you can be  
SURE when  
QUAKER is  
the MAKER!*



**MODEL 3210**  
(Oil)



**MODEL 3013**  
(Oil)



**MODEL 3010**  
(Oil)





















**MODEL 3008**  
(Oil)



**MODEL 3308**  
(Oil)



Here's the QUAKER story in a nutshell  . Only QUAKER has the traffic-stopping demo equipment  that lets you prove it's less expensive to buy a QUAKER 3210 selling for over \$200 than a competitive heater at half the price. And that means \$80 profit  instead of \$40  . What's more, in the lower-price field, only QUAKER has an automatic air circulator  and a mechanical draft booster  , either or both of which can be quickly attached to a heater that relies entirely upon the chimney for its draft.  This equipment makes a heater work on any chimney and eliminates reverts. These accessories help you "step-up" prospects  to 50% more dollar profit per sale...and still carry a minimum inventory. Want proof? Here it is! An inventory of three models  of the fast-moving QUAKER CHALLENGER converts into the equivalent of 12 different heaters  with just a screwdriver and pliers  . Fast moving  ...high profit ...low inventory  ...that's QUAKER. Naturally, QUAKER has a whale  of a story. And QUAKER tells it to prospects through national and local advertising  . Best of all, QUAKER supplies you with "IN THE STORE" PROMOTION that does a selling job in your store.  Banners, posters, pennants, displays, direct mail, newspaper mats ... in fact, everything you need to bring in prospects is yours with QUAKER. Why not get all the facts that prove you will have more satisfied customers and make more money  with QUAKER than any other heater in the business. VISIT US AT SPACE 516-B IN THE FURNITURE MART  or mail the coupon below. There's no obligation.

### QUAKER MANUFACTURING COMPANY

223 W. Erie St. • Chicago 10, Ill.  
SPACE 516-B, AMERICAN FURNITURE MART



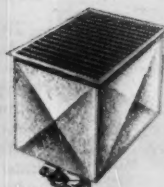
MODEL 2010  
(Oil)



MODEL 550  
(Gas)



MODEL 565  
(Gas)



REGULAR FLOOR FURNACE  
(Oil & Gas)

Quaker Manufacturing Company  
223 W. Erie St. • Chicago 10, Ill.

Please have my distributor call and give me the facts on the new QUAKER program for 1951.

NAME \_\_\_\_\_

STORE NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

## PRE-SELLING FOR YOU

FAMILY CIRCLE  
WOMAN'S DAY  
HOUSEHOLD  
PARENTS'

AMERICAN HOME  
MODERN ROMANCES  
HOLLAND'S  
SUNSET

CHRISTIAN SCIENCE MONITOR

plus 21 State Farm Papers blanketing the rural market.

LOOK AHEAD . . . and buy a

# Speed Queen

the washer with a  
trouble-free future!



Now, more than ever, it pays to *look ahead* in buying a washer. What about upkeep cost? How much hot water and soap will it use? Will there be expensive repair bills? How about life of service?

Your Speed Queen dealer can give you very satisfying answers to the above questions . . . and convince you that this washer with a trouble-free future is your wisest choice. In 5, 10, or 15 years from now you'll say, "I'm glad I bought a Speed Queen." Write the Speed Queen Corp., Ripon, Wis., for a free copy of a very informative and helpful booklet entitled "Speeding Up Your Home Laundry."



**SPEED QUEEN**

WASHERS • DRYERS • IRONERS



## ECONOMIC CURRENTS

### The Business Outlook

By the McGraw-Hill Dept of Economics

You can expect a sort of roller coaster course for business over the months ahead—a dip, and then up we go again!

It now looks as though the dip involved, or rather the swerving (there's no let-up in capital goods), will be a little more severe than it looked a month ago. And if things continue to deteriorate internationally at the recent rate, the following upward zoom may be more hectic than we anticipated.

In this last remark, we are thinking primarily of Iran and Korea. But we also have an eye on the United Kingdom, where we attach decidedly destructive possibilities to Aneurin Bevan's desertion of Prime Minister Attlee.

In the meantime, here is a closer look at the short-range business outlook. Some of the soft spots that were developing last month included slow department store sales, high inventories, particularly in the textile and appliance lines, and a noticeable tightening of credit.

#### SLIGHTLY SOFTER SOFT SPOTS

This month's figures show that the soft spots have grown a little softer. Department store sales for the four week period ended April 14 (which included Easter in both years) were no higher than in 1950. Since prices are up, that means the stores actually did less business. In the last week sales were up 13 percent, which represents perhaps a 2 percent or 3 percent gain in unit volume.

Inventories are up more. A Federal Reserve Board survey shows that the dollar value of department store inventories was 27 percent higher at the end of February than at the same time last year. And that figure has probably climbed a little since then.

The pile-up, however, is concentrated in a few lines—the ones where goods are likely to be scarce later this year. That includes television sets (up 222 percent from 1950), other major appliances (up 82 percent), and beds and springs (also up 82 percent)—all things that take a lot of metal. Rugs and nylon hosiery are also heavily stocked. But in the soft goods lines generally, stores aren't over-bought. Most of the surplus seems to be in the wholesale markets.

#### EXECUTIVES AREN'T WORRYING

The men who should know most about this situation, the department store executives, don't seem to be worrying. There has been some price cutting on television sets and textile items, but nothing that could be described as panicky liquidation. Bank loans have declined a bit, showing that some people are selling off their extra merchandise to repay debts. But the drop has been remarkably small.

Credit does appear to be getting

tighter, partly because of the Federal Reserve Board's action reported in our last memo, partly because the enormous business programs for investment in plant and equipment are rapidly soaking up the available funds of insurance companies and other lenders. Interest rates rose again this past month on both short and long term loans.

But apparently very few bankers are calling loans and forcing companies to dump their goods on the market. And while some new bond issues have been postponed, not many have been called off completely. Like high inventories, the tougher credit terms have taken the fun out of business speculation. But they're not a severe threat to most well-managed firms.

#### CONSUMERS STILL WANT TO BUY

Meanwhile, the nation's pay check (total wage and salary payments) is increasing at the rate of \$2 billion per month, which should be enough to perk up retail sales and reduce the bothersome inventories before very long. If you have any doubt about it, take a look at the Federal Reserve Board's annual Survey of Consumer Buying Plans, which was released recently. With the single exception of automobiles, people plan to spend almost as much on the major consumer durables this year as they did in 1950.

Of course, people generally were in a freer spending mood when the survey was taken (January and February) than they have been recently. But at the same time, many families probably under-estimated their 1951 incomes. Wages are rising faster now, and prices are better controlled. So consumer demand will probably be as strong—or stronger—than the survey indicates.

At the same time, consumer durables production is slated to drop 20% by the end of this year. If people still want to buy consumer goods at the 1950 clip, on top of \$24 billion of business capital expenditures and a \$50 billion military program, that spells inflation to us. Controls may slow it up a bit, but they won't stop it. *End*



"WELL—THAT SOLVES  
OUR PARKING PROBLEM."

**You're Way**  
**Ahead on Discounts**  
**with Magnavox**

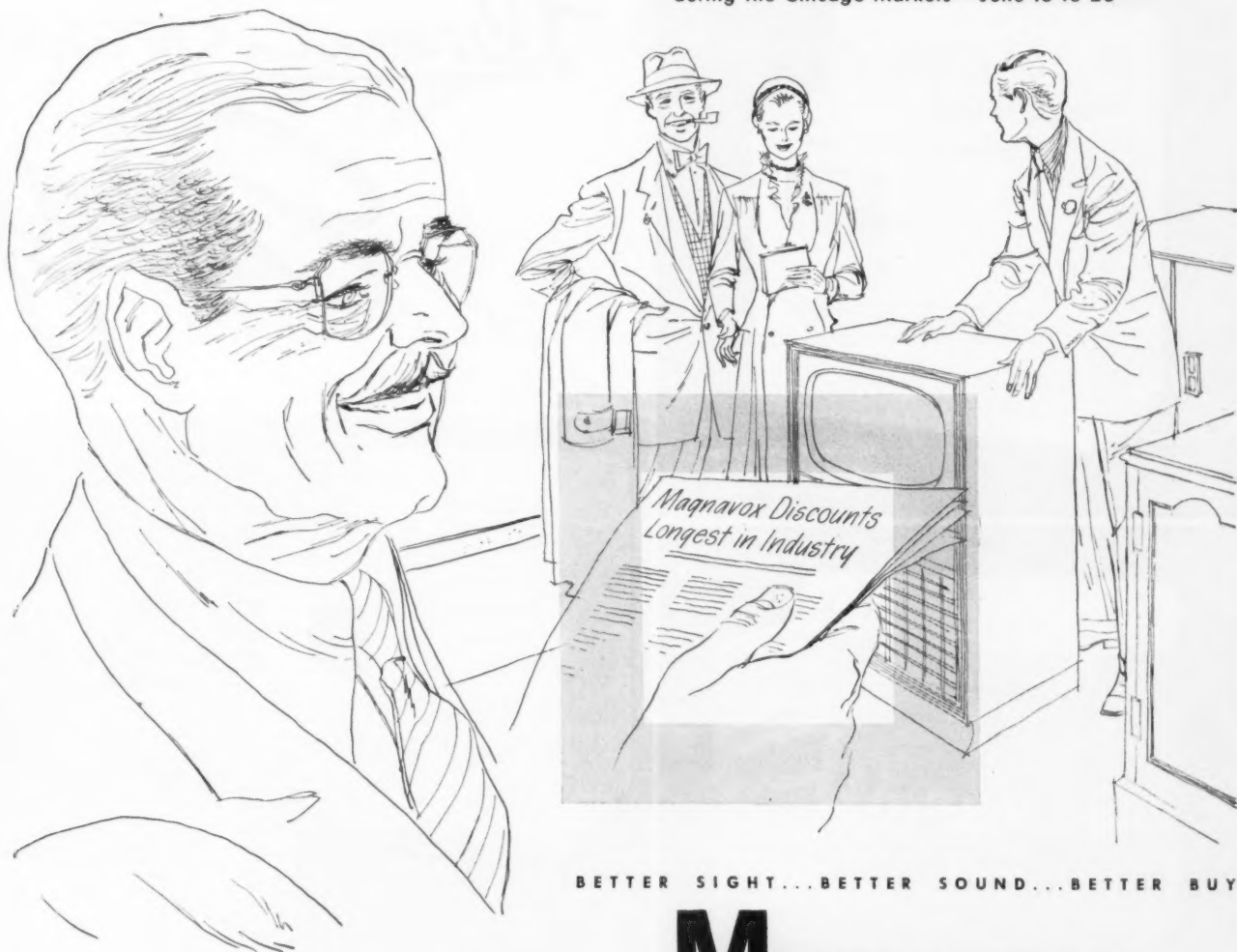
• Long discounts are the shortest way to profits,  
 and Magnavox dealers enjoy the longest discounts offered  
 by any leading television-radio-phonograph

manufacturer. These go as high as 38⅓ per cent  
 on TV receivers, up to 45 per cent on radio-phonographs!  
 Furthermore, Magnavox Fair Trades its prices  
 wherever permitted by law, protects a dealer's undiluted  
 market, deals directly with him, provides consistent,  
 effective advertising support and assists the  
 dealer's merchandising activities in every reasonable way.  
 No wonder the Magnavox franchise, a partnership through  
 Selective Distribution, is so attractive for *you!*

The Magnavox Company, Fort Wayne 4, Indiana.

★ ★ ★

**WE CORDIALLY INVITE YOU to come in and see**  
**LATEST MAGNAVOX MODELS at our permanent**  
**Chicago Showroom, 1116 Merchandise Mart**  
**during the Chicago Markets—June 18 to 28**



BETTER SIGHT... BETTER SOUND... BETTER BUY

**Magnavox**

*One of a series of advertisements in business papers on "Why Magnavox Is Your Best Profit Opportunity."*





Florence Embassy Gas Ranges  
4 forty inch models



Florence Electric Ranges  
4 forty inch models,  
3 Space-Saver models



Florence Oil Ranges  
6 models



Florence Pot Heaters  
11 Models

See the complete  
Florence line  
and you'll  
agree

# Florence OFFERS Every



Florence Bungalow Ranges  
6 models

Florence Dual-Oven  
Combination Ranges  
7 models

Florence Regency Gas Ranges  
4 thirty-six inch models  
and 2 Space-Saver models



This complete line of oil heaters includes Circulator, Radiant and Driven-Aire models. The complete line of gas heaters includes Radiant-Circulator models, both vented and unvented—and a vented Circulator model.

# thing

## EVERY DEALER NEEDS

Yes, everything from a full line of top-quality merchandise to advertising and promotion programs that build traffic and speed sales in your

store. Look at the list below and you'll find that Florence offers everything you need for a sound business now—a *prosperous future, too!*



- ✓ Full line of cooking and heating appliances... for every fuel... for every budget
- ✓ Top-quality competitively priced
- ✓ A good margin of profit for you
- ✓ Sparkling, eye-catching design
- ✓ Work-saving features that close sales
- ✓ Consumer acceptance that builds demand
- ✓ Complete selection of dealer sales helps

- ✓ Warehousing facilities for faster delivery
- ✓ Big-company resources — 3 modern plants
- ✓ Continuous research and product improvement
- ✓ Over three-quarters of a century of experience — a tradition of value.
- ✓ Co-op advertising plan
- ✓ Full color point of sale displays

### Sparkling Full Color Ads Pre-Sell Florence to Your Customers!

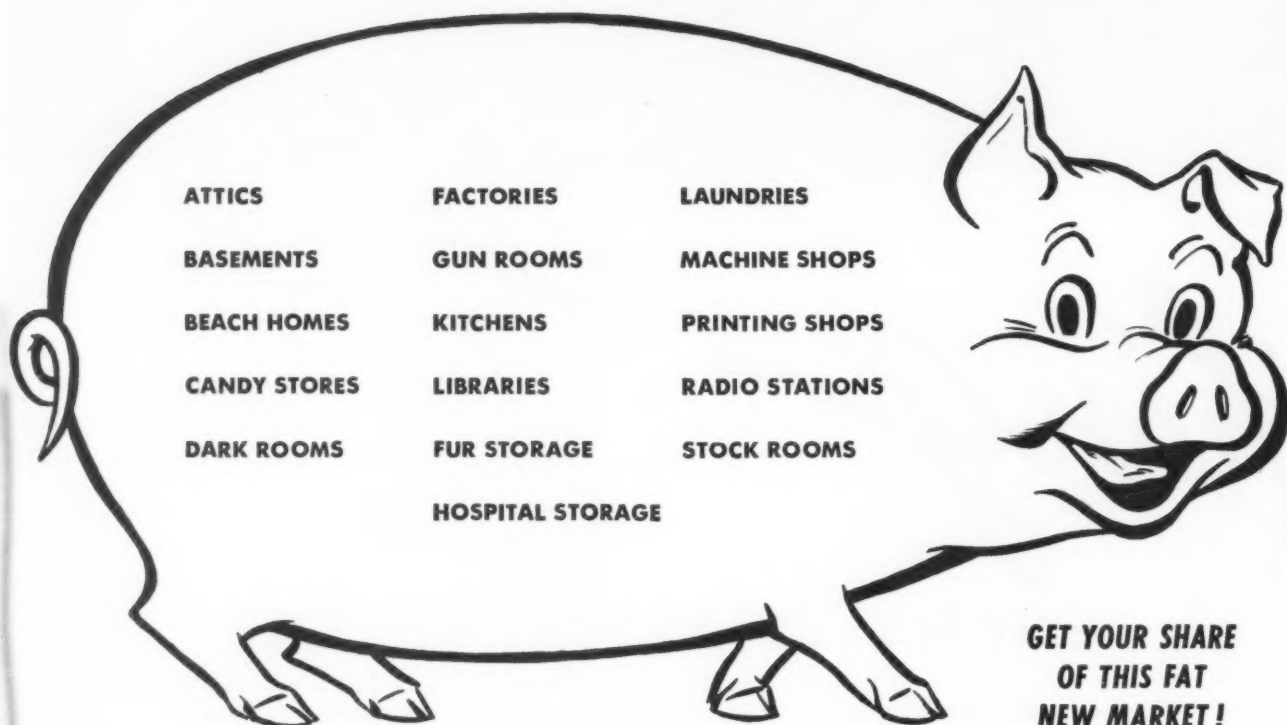
Big, colorful ads are running this year in these national magazines—Saturday Evening Post, Better Homes & Gardens, Good Housekeeping, McCall's, Household, Country Gentleman. Let people in your community know you feature Florence—see the difference in increased sales.

**GAS RANGES • LP-GAS RANGES • ELECTRIC RANGES • OIL RANGES  
COMBINATION RANGES • OIL HEATERS • GAS HEATERS**



**FLORENCE STOVE COMPANY...** General Sales Offices and Plant: Gardner, Mass. Mid-Western Plant: Kankakee, Illinois. Southern Plant: Lewisburg, Tennessee. Other Sales Offices: 1 Park Avenue, New York; 1452A Merchandise Mart, Chicago; 419 Western Merchandise Mart, San Francisco; 53 Alabama St., S.W., Atlanta; 301 North Market St., Dallas.

# LOOK AT THE FAT MARKET FOR FEDDERS NEW ELECTRIC "DRYER-UPPER!"



**GET YOUR SHARE  
OF THIS FAT  
NEW MARKET!**

**T**HE market for DEHUMIDIFIERS is fat, rich and *unscratched*! Now here comes Fedders with the newest, best-looking model on the market. And more important, you're going to get the same energetic advertising-merchandising support that boomed Fedders Room Air Conditioners sales to 3 times industry average last year.

Fedders Dehumidifier plugs in, goes to work drying out damp rooms, stopping damage

from moisture. No service needed. Five year factory protection plan.

Get the full facts on this new profit-maker — call your Fedders distributor or mail the coupon *today*!



## MAIL THIS COUPON TODAY!

Fedders-Quigan Corporation, Refrigeration Appliance Div., Dept. D-1, Buffalo 7, N.Y.  
Gentlemen: Please send me complete information on how I can make extra profit selling the 1951 line of Fedders Dehumidifiers.

Name

Company

Address  City

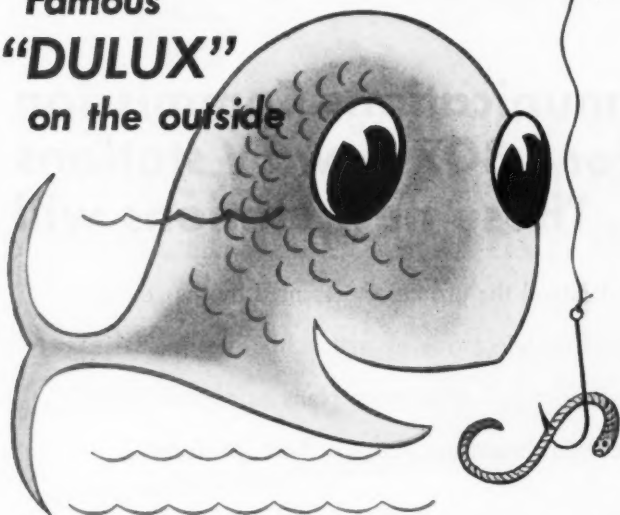
County  State





# Now you get twice the sales catch!

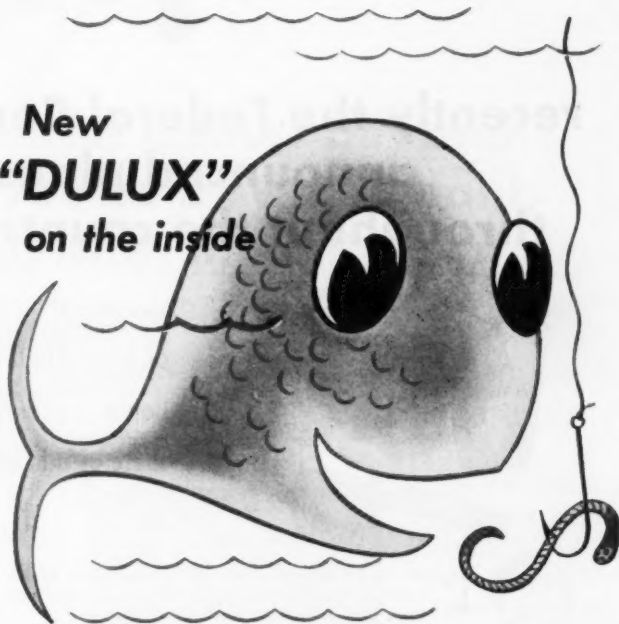
Famous  
"DULUX"  
on the outside



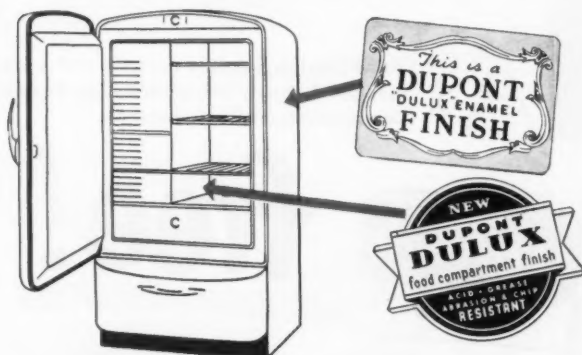
A sure "lure" that catches sales—that's how dealers think of the DULUX Enamel seal on home-appliance exteriors. Effective? Over 20,000,000 refrigerators have left showroom floors boasting this brilliant white, washable, chip-resistant finish—real proof of DULUX sales appeal. So don't fail to point to the DULUX Enamel seal when selling any appliance prospect.

And when you open the refrigerator door, there's now another lure to help you make the sale . . .

New  
"DULUX"  
on the inside



. . . New DULUX Food Compartment Enamel on the interior! This top-quality refrigerator finish—identified by a separate seal of its own—underwent years of testing in the Du Pont laboratories. When "field-tested" in thousands of homes, it measured up to the high standard set by the DULUX exterior finish. So be sure that your manufacturer supplies you with *both* seals—DULUX Enamel seal on the outside . . . DULUX Food Compartment Enamel seal on the inside. Ask for them when you order . . . feature them when you sell.



*Use these seals to close your deals*

"DULUX" IS AMERICA'S LEADING  
HOME-APPLIANCE FINISH



BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

## DULUX Refrigerator Finishes

# learn the **FACTS** \* *ultra high*

recently the Federal Communications Commission announced plans for 1,807 new TV stations throughout the country. These new stations will

**but**

... you should understand the problems presented by the advent of Ultra High Frequency telecasting as well as the gigantic sales bonus it promises. Before you make your plans to capture your share of this market you should ask yourself these questions:

**Q 1:** Do all TV receivers now on the market or in use have built-in provisions for receiving these new Ultra High Frequency stations?

**A 1:** The answer is **NO**—most makes of TV sets were not built with UHF in mind—they require a converter!

**Q 2:** Do Zenith sets require a converter?

**A 2:** **NO**—Every Zenith set ever built and sold to the public has built-in provision for tuner strips to receive these new UHF channels.

**Q 3:** When will these new UHF stations begin operation?

**A 3:** Just as fast as possible once the UHF channels are formally assigned by the Federal Communications Commission.

**ZENITH RADIO CORPORATION**  
6001 West Dickens Avenue, Chicago 39, Illinois

Please send your free booklet "UHF Television . . . What It Is . . . What It Means To You"

\_\_\_\_\_  
(NAME OF DEALER)

\_\_\_\_\_  
(ADDRESS)

\_\_\_\_\_  
(CITY & STATE)

\_\_\_\_\_  
(INDIVIDUAL'S NAME)



**free!**

Handbook on UHF titled: "UHF Television . . . What It Is . . . What It Means To You." Write for free copy and we'll rush yours as soon as the booklet is off the press. You owe it to yourself and to your customers to *know* the answers on UHF telecasting.

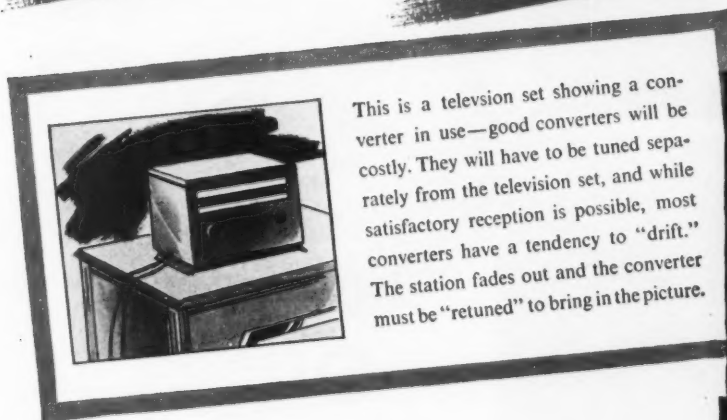
# about **UHF**\* television *frequency*

represent a vast new market, almost beyond your comprehension! To you as a TV merchant, Ultra High Frequency television means

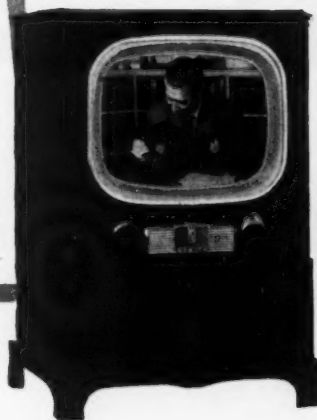
**NEW TV STATIONS!**

**NEW TV PROGRAMS!**

**NEW TV SALES!**

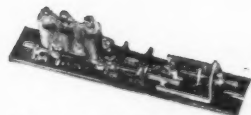


This is a television set showing a converter in use—good converters will be costly. They will have to be tuned separately from the television set, and while satisfactory reception is possible, most converters have a tendency to “drift.” The station fades out and the converter must be “retuned” to bring in the picture.



This is a Zenith set equipped to receive the new Ultra High Frequency stations. It functions exactly as it always has—with the “one knob tuning” for which Zenith is famous.

- No unsightly converter to mar the beauty of the cabinet!
- No complicated switches, dials, buttons to push!
- No continuous re-tuning!
- No dangling wires!



This tiny UHF tuner strip is the secret of Zenith's UHF reception. One of these strips for each desired UHF channel goes into the set along with the VHF strips already in use. That's all there is to it!

Zenith builds sets for the future... always

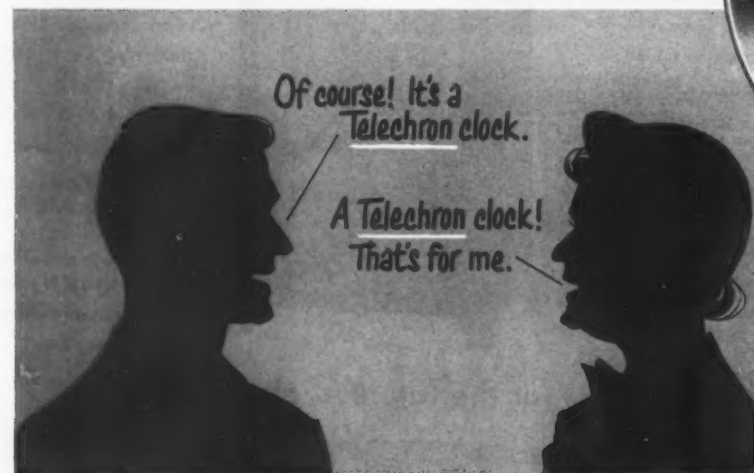
# **ZENITH**

**ZENITH RADIO CORPORATION**

6001 West Dickens Avenue • Chicago 39, Illinois

Zenith (Registered Pat. Office)





...and that's  
what  
clinched  
the  
sale!



**Telechron**  
**TIMERS**

*The Low-Cost Plus  
that Clinches the Sale*

**Moral:** The Telechron trade-mark is a big sales feature because Telechron clocks (and timers) can't run wrong.\* Take advantage of the influence of Telechron electric clock advertising... plus that of more than 10 million satisfied owners of these clocks. Promote clock radios equipped with Telechron timers. Remember, too. These convenient, automatic "servants" are non-competitive with TV—additional sales for you. TELECHRON INC., 126 MAIN STREET, ASHLAND, MASS. A GENERAL ELECTRIC AFFILIATE.

\* Telechron Synchro-Sealed Motor is synchronized perfectly with local electric power plants, so it has to run right.

More women cook on

# Magic Chef

than on any other range



More retailers sell

# Magic Chef

than any other range



## FEATURES THAT SELL

### Magic Chef

#### EXCLUSIVE



#### SWING OUT BROILER

Guarantees smokeless broiling. Waist-level broiler lifts out for easy cleaning, door protects from spatters.

#### EXCLUSIVE



#### RED WHEEL REGULATOR

Famous the world over for exact oven heat control. Assures perfect oven baking for amateurs or experts.

#### EXCLUSIVE



#### ONE-PIECE TOP BURNER

An easy cleaning feature every woman wants. Burners slip out of range in a jiffy for quick washing at the sink.



You're traveling in good company when you feature *Magic Chef*! Thousands of retailers will tell you it's the range that moves the fastest at the greatest profit.

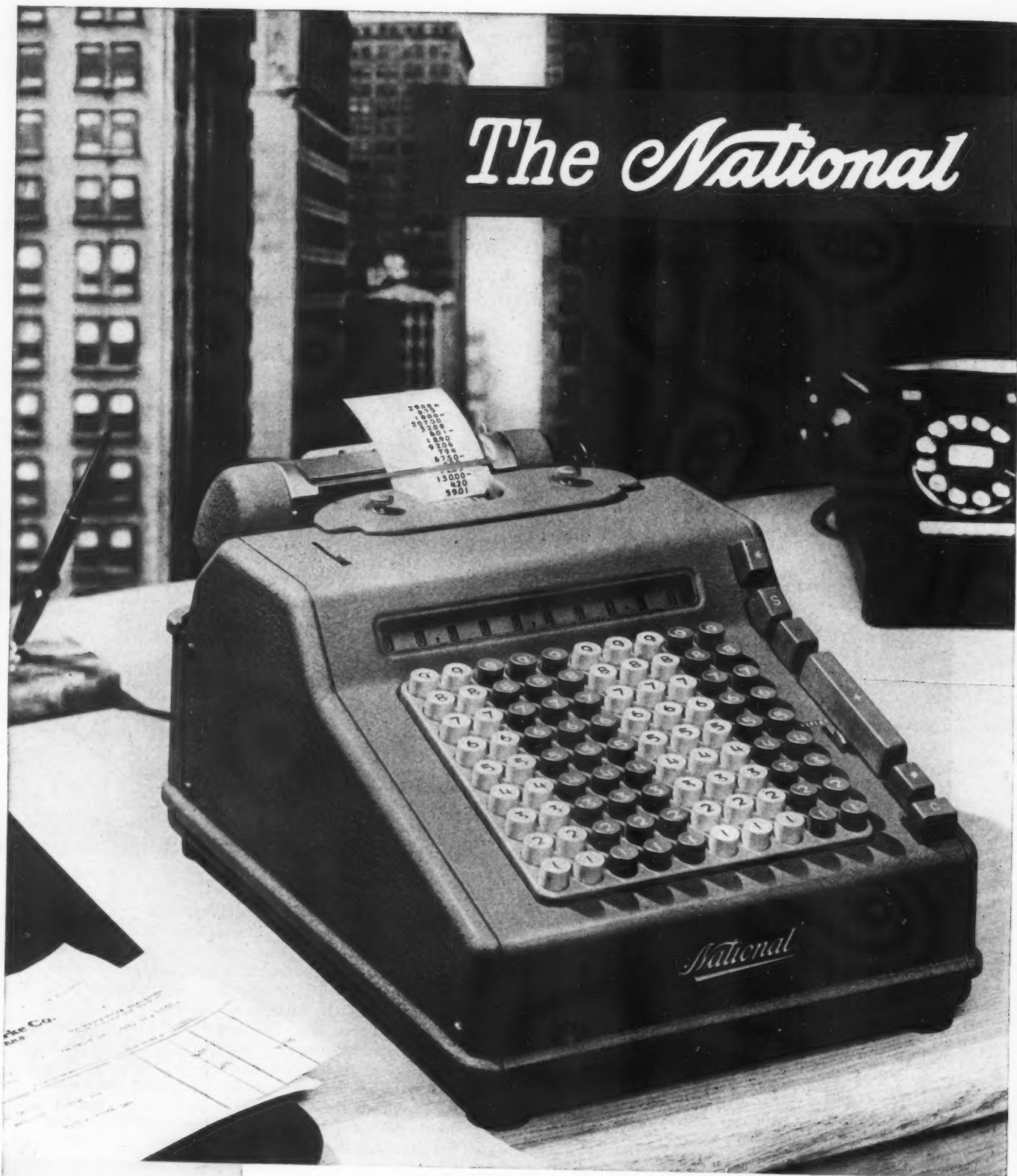
Here's one appliance you turn over in a hurry and, at the same time, *get your mark-up*! That's why so many retailers push *Magic Chef*—it's been the favorite of homemakers for over thirty years. Remember, too, the new *Magic Chef* is loaded with exclusive selling features that quickly clinch the sale, even today. For now, with tighter credit restrictions, the lady of the house demands the best for her larger down-payment. She knows that *Magic Chef* leads the entire field in performance, dependability and economy. So, "why fight it"? Do as **MOST** retailers do—sell her the range she wants . . . *Magic Chef*!

#### L P RETAILERS:

*Sales of L P gas last year were 25% above 1949 . . . but Magic Chef L P ranges were up 41%. Push the Range that SELLS!*

AMERICAN STOVE CO. • 1641 S. KINGSHIGHWAY • ST. LOUIS 10, MO.

# *The National*



**THE NATIONAL CASH REGISTER COMPANY**



# Adding Machine

with time-and-effort-saving features  
never before combined on one machine

#### Automatic Clear Signal.

Gives automatic printed proof of whether or not the machine was clear when the operator started to use it.

**Automatic Space-Up of Tape.** Spaces tape to correct tear-off position when total is printed. Saves time, effort, paper.

#### Automatic Credit Balance.

Actual minus totals are automatically computed, and printed by a single touch of the total bar. Prints in red, with CR symbol.

#### Full, Visible Keyboard.

All ciphers print automatically—saving time, motion, and effort! Two or more keys can be depressed simultaneously. Amounts remain visible until added.

**Easy-Touch Key Action.** Depression of keys is practically effortless, yet sufficient to tell you when you have depressed a key. Tension is uniform  $3\frac{1}{2}$  oz.

#### Subtractions in Red.

Can never be mistaken for additions. Stand out prominently even after amounts have been "checked off" on the tape. Identified instantly, for everyone knows the meaning of red figures.

#### Large Answer Dials.

Always show the accumulated total in large numerals. Permit use of machine without tape.

#### Heavy-Duty Construction.

Compact for desk use. Portable enough to move about, yet rugged enough to carry on through long years of hard service.

The National Cash Register Company presents an Adding Machine designed to produce more work with greater accuracy and with less time and effort.

Backed by National's 67 years' experience, and representing years of research, the NATIONAL ADDING MACHINE has time-and-effort-saving features never before combined on one machine.

National's superiority is due mainly to the many things it does *automatically*. What a machine does *automatically*, the operator cannot do wrong—that promotes accuracy. What a machine does *automatically*, the operator does not have to do at all—and

that saves both time and effort.

Check the features shown above against your present machine or method. They are examples which will give you some idea of the new heights of achievement reached in this National.

But only by an actual demonstration, on your own work, can you fully realize how this remarkable machine will benefit you!

Call your local National Cash Register Company's office, or the local dealer for National Adding Machines, and arrange for a demonstration in your office, on your own figure work . . . or mail the coupon.



DAYTON 9;  
OHIO

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

☐ Please send me booklet describing National Adding Machines. (No obligation.)

☐ Please have your local representative give me a free demonstration.

NAME .....

ADDRESS .....

CITY ..... ZONE .....

STATE .....

**National**  
ADDING MACHINES • CASH REGISTERS  
ACCOUNTING MACHINES

# Give and Take!

## GIVE YOUR CUSTOMERS THE ELECTRIC WATER HEATER STORY AND YOU TAKE PLENTY OF ORDERS!

It pays to "give out" with the facts about **Electric** Water Heaters. Most customers will be glad to know that installation can be made anywhere in the house with this type of water heater, because there's no flue or vent. This is a particular advantage in today's basementless homes.

They will be glad to know, too, about the saving on installation, the minimum radiation losses because of short hot water lines. And especially these days, they'll be interested in the built-in long life of an **Electric** Water Heater and the minimum of service needed.

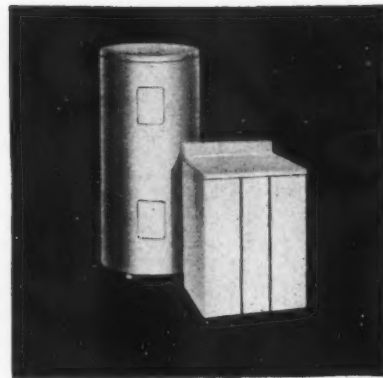
The cleanness of **electric** water heating is something every homemaker would like to have. The man of the house can understand how the fully-

insulated tank cuts stand-by heat loss to the minimum. He'll also like the story of the automatic controls and ample storage capacity that keep hot water on tap any time of day or night, without any attention.

And every time you give the facts to a customer, you'll realize again the advantages to **you** when you sell **Electric** Water Heaters—because you know the customer will be satisfied, and because you'll have a minimum of service calls.

Don't forget the clothes washer and dishwasher buyers—they're "hot" prospects for **Electric** Water Heaters.

Give the **Electric** Water Heater story and get your share of the tremendous volume now being sold!



Install the type of **Electric** Water Heater that best suits the job—tank-type or table-top. Be sure to sell a size that's adequate!

## SELL **ELECTRIC** WATER HEATERS

*They're  
what  
people  
want!*

### ELECTRIC WATER HEATER SECTION

National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

ALLCRAFT • BAUER • BRADFORD • CRANE-LINE SELECTRIC • CROSLY • DEEPFREEZE • FAIRBANKS-MORSE • FOWLER • FRIGIDAIRE  
GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • JOHN WOOD • KELVINATOR • LAWSON • MERTLAND • MONARCH • NORGE  
PEMCO • REX • RHEEM • SEPCO • A. O. SMITH • THERMOGRAY • TOASTMASTER • UNIVERSAL • WESIX • WESTINGHOUSE

# Look to your future with *Preway* Electric Ranges

and  
gas ranges,  
too

## SPACE 549A

American  
Furniture Mart,  
Chicago

At The Top in Everything But Price — this is the de luxe model Preway, feature for feature, dollar for dollar, the greatest value ever provided dealers in a quality built electric range.



In every town there are appliance dealers who stand out. You know them by the showmanship of their windows, by the aggressive action of their sales promotion, by the persuasiveness of their advertising. You know these men, too, as opportunists — always the first to get behind the promotional excitement that is the very heartbeat of merchandising.

These are the men who are exploiting Preway — electric, gas and L. P. gas ranges that offer **sensational values** pricewise. Only by direct comparison can you appreciate what Preway provides . . . only by a knowledge of the facts can you appraise this merchandising opportunity . . . only by alert, open-minded thinking can you prepare to be ahead of your competition in the days that are to come.

See this exciting, history-making line at the Summer Market — or write today for full information.

**PRENTISS WABERS PRODUCTS CO.**

9651 SECOND STREET NORTH, WISCONSIN RAPIDS, WISCONSIN





# Push the BIG Line that Pays off in Profits!

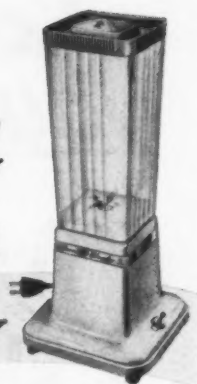


Again in 1951, Dormeyer will be the choice of smart dealers who are looking for steady profitable appliances to sell. Led by the spectacularly successful Mixers and Fri-Well, the nationally famous Dormeyer '51 Line is rounded out with the new Toaster, and the new Blender. Stock Dormeyer appliances. Your customers, stimulated by the strongest promotional program in the company's history, will be asking you for "DORMEYER."



The "Toast of the Town," Dormeyer's Toastmaker. Beautifully designed in satin chrome . . . automatic electric timer and rewarming device. The Dormeyer Toastmaker Model 6500.

I'll take the New Dormeyer Blender and Toaster for added business!



Dormeyer's big, beautiful new blender. The appliance with hundreds of new uses—with hundreds of new sales possibilities. For added business . . . add the Dormeyer Blender Model 5900 to your '51 plans.



Capitalize on America's latest cooking craze with America's finest deep fryer—the Dormeyer Fri-Well. Here's the biggest potential in the appliance field. Plan now to get your share with Dormeyer's Model 5800 Fri-Well.

Dormeyer Fri-Well—sure to be 1951's most exciting best seller!



Dormeyer's famous mixers beat all for steady best selling!



First and still the finest in the field . . . Dormeyer's famous Model 4200 Food-Fixer complete with built-in power unit . . . first to introduce the electric grinder at no extra cost . . . asked for by name by all who want the best. Dormeyer Model 4200 Food-Fixer.



This is Dormeyer's amazing, popular "Meal-Maker." Electric grinder and built-in power unit included at no extra cost. Price appeal with all the power and promotion of Dormeyer behind it. A "Staple" in your appliance plans. The Dormeyer Model 5000 "Meal-Maker."

## DORMEYER

*the Buy-Word in Appliances*

Dormeyer Corp., 4300 N. Kilpatrick Ave., Chicago 41, Ill. • Fox Agencies, Ltd., Port Credit, Ont.

...IN OREGON...EVERYONE AGREES...



# choose *Hamilton*

the Original Automatic Clothes Dryer



Mrs. Harry Weber, a leading Portland, Oregon homemaker, says:

"My Hamilton Dryer is the one appliance in my home that I could not possibly do without. It has saved me hours of time, and certainly fluff dries my clothes so they are softer and whiter. I am very thankful to Lipman's, the Hamilton dealer who taught me how to dry my clothes the Hamilton way, ready to iron or put away."



Lipman's, Portland, Oregon Hamilton Dealer, says:

"The Hamilton Clothes Dryer franchise is one of the most valuable franchises we have ever had. Public acceptance is tremendous. The salesmen like to demonstrate the dryer, and we appreciate the Hamilton sales promotion and advertising help that is supplied by F. B. Connelly Company of Oregon, my Hamilton distributor."



Gas and Electric Models



Mr. Frank C. Porter, Vice President and General Manager, Portland, Oregon Distributor for Hamilton, says:

"It is no wonder that our dealers value the Hamilton franchise so greatly. Substantial profit margin and low service cost, have given Hamilton leadership in the Northwest area. We are proud that our company is associated with the leader in the dryer field."

Make the  
***Hamilton***  
Franchise Your Choice!

See Your Hamilton Distributor Today  
For Complete Details!

HAMILTON MANUFACTURING COMPANY  
Two Rivers, Wisconsin



**3½-million** circulation makes Better Homes & Gardens one of the 3 BIGGEST man-woman magazines—but BH&G goes on from there to build you **SELECTED** markets!

**BIG** major appliance market!

**BH&G** is read by 7 out of 10 families building new homes—and practically all of BH&G's 3½-million own their homes. What an ideal selling setup for major home appliances!

**BIG** minor appliance market!

**BH&G** families own bigger-than-average homes and live busier-than-average lives in and around those homes. What an ideal selling setup for any time or labor saver!

**BIG** "upper brackets" market!

**BH&G** family heads, 3½-million strong, have above-average incomes. Yes, and over ½ are executives or professional men. What an ideal selling setup with today's financing restrictions!

Those are just a few of the "extras" that come with BH&G's 3½-million. That's why no other magazine can match BH&G as a year-round boost to your selling efforts!



Serving a **SCREENED MARKET** of 3½-Million Better Families

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa





## HERE'S THE ANSWER TO CASEMENT WINDOWS



***A NEW FAN to meet the demand—fast selling! profitable***

### THE NEW NA-1216 CASEMENT WINDOW FAN adaptable for many purposes

You have never seen a Fan with ALL these outstanding features . . . and each feature means an added selling advantage!

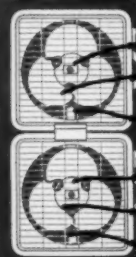
- Simply HANG it in Casement Windows for day or night cooling (all brackets are included)
- A Portable Fan (with handle and feet) for ANY room in home or office
- A Kitchen Fan, it removes smoke and odors
- A Circulating Fan, for cooking, ironing, entertaining
- It is a light weight, highly efficient beauty . . . and there is a

definite growing market awaiting you for this versatile Fan.

The LAU NA-1216 moves 1200 cu. ft. of air per minute at high speed, 1550 rpm. Handsomely finished in harmonizing 2-tone baked enamel. Has 3 speed control, 16" square, 5 1/4" deep, weighs just 14 lbs. 115 volt, 60 cycle AC motor and 8 ft. white rubber plug-in cord. Finger-proof guards, front and rear.

It's an INTAKE or an EXHAUST fan. Can be used in units of two (easily fastened together) for circulating or cooling several rooms. While designed primarily for casement windows it may be easily used in sash-type windows. (Ask for full details.)

#### TWO Fans together Double the Efficiency



Two NA-1216 Fans may be used together in window (either intake or exhaust) . . . or one drawing in cool air, the other exhausting warm air . . . for room air circulation.

#### ONE Fan in Operation

. . . does a big job of drawing in cool air or exhausting warm air. Here's the answer to perfect cooling!



**THE LAU BLOWER COMPANY • DAYTON 7, OHIO**  
See Your Jobber or Write The Lau Blower Co., 2005 Home Avenue for Full Information

Ask any **EVANS**  
distributor and  
he'll tell you that

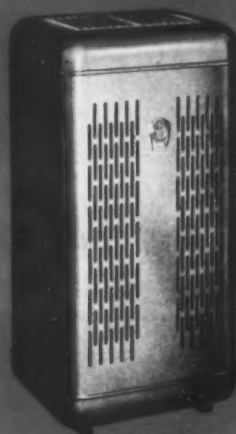
# EVANS

## The "GOODS" in Styling

The Evans line gives you styling that is head and shoulders above competitive makes . . . beautiful furniture piece styling that blends with any home furnishings; blond or mahogany; modern or traditional . . . Evans . . . the first to have low-boy console styling, set the standard of the industry with this important development.

## The "GOODS" in Features

The Evans line gives you features that are head and shoulders above competitive makes . . . no deposed up gadgets that spell sales and service trouble but real sales advantages like fan-forced, floor level heat, Heatwave blower, simplified lighting, and amazing Humidifan that provides home conditioning 12 months a year . . . advantages that your customers want and need.



**OIL-FIRED HOME HEATER**  
Model 130—31,500 Btu output



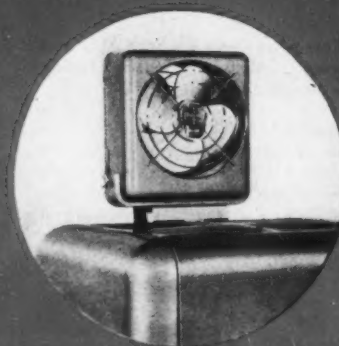
**OIL-FIRED HOME HEATER**  
Model 161D—60,000 Btu output  
Model 151D—50,000 Btu output



**OIL-FIRED FLOOR FURNACE**  
Model 450, standard  
and deluxe models.  
55,000 Btu output.



**GAS-FIRED RADIANT HOME HEATER**  
Model GR151—50,000 Btu input  
Model GR141—35,000 Btu input  
Model GR121—20,000 Btu input



The Humidifan, that provides home conditioning 12 months a year.

SEE THE EVANS LINE—Booth  
541-B, American Furniture  
Mart, Chicago, Ill., JUNE 18-28

# DELIVERS the GOODS

## The "GOODS" in Price

The Evans line gives you prices that are genuinely competitive with other makes... Evans gives you real value to talk about of "sharp pencil" prices customers can afford to pay... margins that give you room enough to "swing" the deal without sacrificing all your profit. Evans EXTRA features, Evans EXTRA value, Evans EXTRA performance, give you the edge almost every time.

## The "GOODS" in Product

Evans not only gives you products that are head and shoulders above competitive makes, but delivers as promised. Evans is taking care of Evans distributors and dealers with a four square policy of product distribution. Every Evans outlet gets a fair shake on merchandise to the fullest extent of Evans enormous purchasing and production facilities. If you are an Evans wholesale or retail outlet, you can depend on Evans for the best values in the heating business.

## The "GOODS" in Performance

The Evans line gives you performance that is head and shoulders above competitive makes... Evans heaters provide nearly twice the radiant heat output of conventional heaters... Evans big heat transfer surfaces get more heat from every drop of fuel... Evans engineering and design permit easier service than conventional heaters.



# EVANS

PRODUCTS CO.

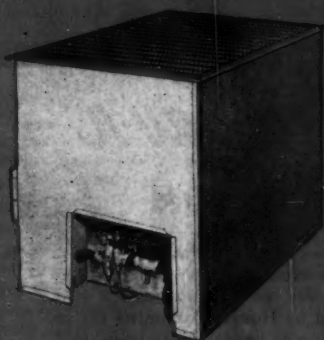
HEATING AND APPLIANCE DIVISION  
PLYMOUTH, MICHIGAN



**GAS-FIRED HOME HEATERS**

Model G151—50,000 Btu input  
(blower optional)

Model G161—65,000 Btu input  
(blower optional)



**GAS-FIRED FLOOR FURNACE**

Model G600, standard and deluxe  
models—35,000 to 75,000 Btu input.



**GAS-FIRED, OIL-FIRED  
WATER HEATERS**  
20-, 30- and 45-gallon

## ...OIL or GAS

**EVANS** gives you  
the most complete line  
in the industry!



# Sell "Half the Time"

**AND DOUBLE YOUR SALES!**



## UNIVERSAL *Stroke-Sav-r*

**AMERICA'S FASTEST IRON**

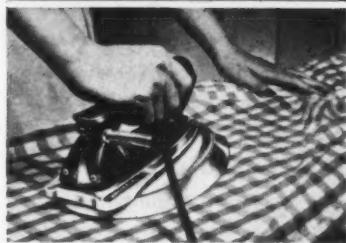
**Double your sales** with the Stroke-Sav-r . . . the iron that cuts ironing time almost in half! Scientifically controlled tests prove that the Stroke-Sav-r is nearly twice as fast as ordinary irons, saving 26 minutes of an ironing hour. Proved easier, too, saving 4 out of 10 strokes!

It's easy to sell the iron that can *cut ironing time almost in half!* Show them the

Stroke-Sav-r . . . the iron that is faster . . . takes less effort than any other on the market today, and you've made a sale! Acclaimed by Home Economists for its contribution to better, easier ironing . . . proved by housewives for its time-saving advantages, Stroke-Sav-r is the iron women are asking for—make it your leader for '51 and Double Your Sales!

**Money Back Guarantee.** Offer your customers a 10-Day Home Trial. Universal authorizes a full refund of the entire purchase price if they are not absolutely convinced the Stroke-Sav-r is the finest iron they ever owned.

### SAVES TIME 3 WAYS



**1. SAVES TIME! Revolutionary Shape**  
lets you iron in any direction. Its teardrop streamlining and completely rounded heel prevent bunching or wrinkling.



**2. SAVES TIME! 37% Larger Ironing**  
**2. Surface,** one-third larger than most other irons, saves hundreds of extra strokes and hours of time.



**3. SAVES TIME! Lower, Wider, Bevel**  
extends completely around iron, and glides easily under buttons, into pleats and ruffles without interrupting strokes.

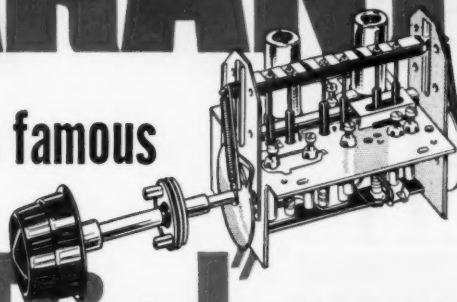
# UNIVERSAL

LANDERS, FRARY & CLARK. NEW BRITAIN, CONN.

Another Raytheon **1<sup>st</sup>** Another proof of Raytheon dependability!

# LIFETIME GUARANTEE\*

on Raytheon's famous



the heart of  
the TV set!

## Ray-Dial TUNER

**HERE'S ANOTHER PROOF** of the dependability of Raytheon TV! For now . . . Raytheon offers a lifetime guarantee on all parts except the tubes in its famous "Ray-Dial" Continuous Tuner!

**THERE'S GOOD REASON** for this offer. Because Raytheon engineered and builds its own "Ray-Dial" Tuner. It's a unique mechanism, designed for trouble-free performance . . . a minimum of moving parts, less things to get out of whack. And it's a *continuous* tuner . . . you tune TV just like you'd dial a radio . . . simply, easily, accurately.

**THE HEART OF THE TV SET**, the tuner is mighty important to any TV buyer. And this lifetime guarantee on the "Ray-Dial" Tuner can be mighty important to you! So tell the story . . . and sell more Raytheon TV. For further information, contact your Raytheon distributor or write us.



### BELMONT RADIO CORP.

5921 W. Dickens Ave., Chicago 39, Ill.  
Subsidiary of RAYTHEON MANUFACTURING CO.

\* Guarantee applies only to original registered owner. Covers replacement only on all parts except tubes.

It pays to push  
**Raytheon tv**

### THE CONSTELLATION

—Model C-2006—big 20" rectangular TV, fine mahogany console cabinet, 26 3/4" wide, 38" high, 22 1/2" deep.



Raytheon TV Presents  
**JOHN CAMERON SWAYZE**  
Sundays on NBC. See local paper for time and station.



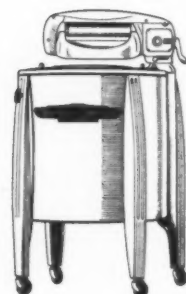
# A short story with plenty of action

from Bolotin's  
Fine Furniture,  
Sharon, Pa.

PAGE 42



she saw the same

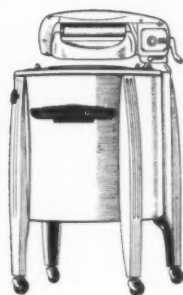


Result?



JUNE, 1951—ELECTRICAL MERCHANDISING





in the pages of



Next day,

large as life in the window of



It's no fairy-story: timely tie-ins  
can make valuable  
customers of the Woman's Day  
readers in your town. And there are lots  
of them! You see them often, headed  
for the A&P (the only store that  
sells their favorite magazine).  
They pass your store; they window-shop.  
If your window-display says,  
"Here it is! You saw this in Woman's Day",  
they'll do more than window-shop  
... they'll stop in to buy!

Moral: tie in with

# Woman's Day

Sold by A & P stores in big cities and small.

The National Magazine...with the NEIGHBORHOOD impact.



**More Than 300 Offices Assure Fast Credit Approval.** COMMERCIAL CREDIT's nationwide facilities, plus the experience gained in the financing of millions of home appliances, result in quick, sound, efficient credit decisions. Good sales will not be lost through superficial credit rejections.



**COMMERCIAL CREDIT PLAN Helps Dealers Sell More Appliances.** There are many advantages, plus the added convenience of being able to buy appliances with a small amount down with easy payments for the balance, which help you sell more appliances to more customers.



**Insurance Protects Customers.** Property Insurance cancels the unpaid balance in event of damage to, or loss of, merchandise, as defined in the policy. COMMERCIAL CREDIT PLAN also features Life Insurance Protection, which cancels unpaid balance in event of purchaser's death.

## Time selling is big business for appliance dealers

**COMMERCIAL CREDIT Financing Creates Good Will.** Dealers everywhere report a large volume of repeat sales and sales' profits brought about by the outstanding features of the COMMERCIAL CREDIT PLAN. COMMERCIAL CREDIT's automatic sales follow-up keeps you informed of credit status of your time payment customers.



### COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore... Capital and Surplus over \$100,000,000...more than 300 offices in principal cities of the United States and Canada.

### COMMERCIAL CREDIT'S COMPLETE SERVICE IMPORTANT FACTOR IN INCREASED TIME PAYMENT SALES

**T**IME payment prospects represent a major part of your sales opportunities. That's why it is vitally important for you to investigate the COMMERCIAL CREDIT PLAN now. This complete financing package offers you both wholesale and retail plans . . . allows you to finance your stock from factory to customer through one dependable financing source!

COMMERCIAL CREDIT offers customer many advantages, too . . . property and life insurance protection, nationwide service and many other features.

Because COMMERCIAL CREDIT offers more advantages, gives broader protection and benefits to both buyer and seller . . . more dealers finance more home appliances through COMMERCIAL CREDIT than any other national financing plan!

Write, phone or wire your nearest COMMERCIAL CREDIT office today for full information on how COMMERCIAL CREDIT can help you boost appliance sales and profits.

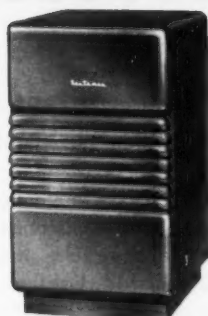
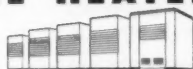
### EIGHT WAYS BETTER!

1. Wholesale Financing
2. Fast Credit Approval
3. Life Insurance Protection
4. Property Insurance Protection
5. Automatic Sales Follow-up
6. Tested Collection Service
7. Builds Customer Good Will
8. Nationwide Facilities



# SCOTSMAN MEANS BUSINESS!

## NEW 1951 SCOTSMAN *"Thrift-Pilot"* OIL HEATERS



- **ONLY SCOTSMAN** has the exclusive, patented "THRIFT-PILOT" burner. Burns at *True Pilot Stage* . . . one quart of oil lasts 12 hours . . . saves up to 50% in mild weather!
- **100% AUTOMATIC HEATING WITHOUT ELECTRICITY!** New "Add-On" thermostat keeps temperature constant . . . within 2 degrees at all times! No wiring expense . . . no electricity needed. A selling feature *without parallel!*
- **SQUARE HEAT CHAMBER.** Over 25% more heating surface than ordinary round chamber!
- **LARGE "HEAT-ECONOMIZER."** Increases radiating surface, Reduces chimney loss, Saves fuel, Speeds up warm-air circulation!
- **MORE "SALES-CLINCHING" FEATURES!** A MODEL FOR EVERY PROSPECT!

## NEW 1951 SCOTSMAN *"Quality-Plus"* GAS HEATERS



- **NEW, IMPROVED "All-In-One" 100% AUTOMATIC SAFETY SHUT-OFF CONTROL!** The greatest improvement in heater controls in years! Completely automatic! Completely SAFE!
- **"NO-FLASH-BACK" STAINLESS STEEL, RIBBON TYPE BURNER!** Will not corrode, rust or burn out. Silent burning. Highest efficiency!
- **COMPLETELY AUTOMATIC HEATING WITHOUT ELECTRICITY!** New "Add-On" thermostat. An unsurpassed sales feature!
- **LARGE HEAT CHAMBER . . . DOUBLE "GAS-ECONOMIZER"** Gives more winter comfort from every penny's worth of fuel!
- **MORE SELLING FEATURES FOR QUICK, PROFITABLE SALES.**

## NEW 1951 SCOTSMAN SPACE HEATER PROMOTION ... THE GREATEST EVER!

The sensational SCOTSMAN "Gift Automatic Thermostat" promotion, coming soon, will move SCOTSMAN heaters off your floor as *never before!* It will make the SCOTSMAN heater line one of your most *profitable* major appliance lines! Every detail has been planned for you. Complete promotional material will be furnished. We're going "all out" to see that every SCOTSMAN dealer is guaranteed *faster sales, easier sales and greater profits!* Get on the band wagon for more business with SCOTSMAN because SCOTSMAN MEANS BUSINESS!



## DO YOU WONDER THAT SCOTSMAN SALES ARE

# BOOMING!

**FIND OUT WHY "IT'S EASIER TO  
SELL SCOTSMAN". WRITE TODAY!**

AMERICAN GAS MACHINE CO.  
Dept. EM61, Albert Lea, Minnesota

- ☐ Please send Complete Catalog and Prices.
- ☐ Send me full details about a profitable SCOTSMAN dealership.
- ☐ Send details on the SCOTSMAN "Gift Thermostat" promotion.

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

By \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

(Name) \_\_\_\_\_



**We Mobilize for Freedom**

# WHY

## Controls are Necessary

One of the encouraging characteristics of the American people is their dislike for government controls. This augurs well for the future of their economic and political freedom.

**But for the next few years we must not only tolerate but also help to make effective a whole battery of emergency government controls over our economic life.** If we fail to do this now the future of that freedom we cherish will be imperilled. It is the purpose of this editorial—the third in a special series—to explain in simple terms why this is so.

After our military victory in World War II, we rushed through a demobilization which cut our military strength to about one-tenth of its wartime peak. Our allies did much the same thing. But the Russians maintained much of their wartime military strength and built up that of their satellites. With prodigious speed we switched from military to civilian production and went on to enjoy a rousing postwar boom—the greatest in our history.

This boom was in vigorous progress when, on June 25 last year, the Russian-sponsored North Korean army attacked South Korea. Our industrial production was rolling along at almost twice its prewar level. We had labor shortages in many key industrial areas. Under the impact of heavy buying all along the line, prices were climbing.

When the North Koreans smashed into

South Korea they smashed into our national consciousness this fact: if we want a fair chance to save our national freedom from destruction by Communist aggression, we must race to restore some of the military power we had so speedily written off after World War II. And we must do it with our resources already very fully occupied with a boom in civilian business.

### **Program Small Compared to World War II**

Compared with our military effort in World War II, the mobilization on which we are now embarked is small. At its peak, under present schedules, it will absorb no more than one-fifth of the total national production. During World War II we reached a point when nearly half of our total production went for war-making.

Moreover, our economy now is much bigger and stronger than it was in World War II. During the last decade there has been an increase of about 15 percent in our labor force. Our workers have had the training advantage of steady employment. The capacity of our industrial establishment is two-thirds again as great as it was ten years ago. Since the war no less than \$70 billion has been spent to expand and modernize it.

Given time, the industrial giant we have created could pick up in its stride the added load of production for defense that now is con-

templated. But speed is of the very essence. There is little dissent from the proposition that if we are to stand off Russian aggression successfully we have, at the outside, two years in which to get ready.

#### **Controls Needed to Prevent Chaos**

These two facts — (1) the necessity for speed in our rearmament program and (2) an economy already stretched taut by a record civilian boom—create the general necessity for government controls. If we simply pile the billions of added defense expenditures authorized since last June on top of the civilian boom, and let it go at that, two destructive developments would follow. There would be a scramble for scarce materials, notably metals, which would create chaos in those markets. And prices would go through the roof.

**Our situation during this mobilization is radically different from what it was when we rushed to get ready for World War II.** Then we started with an economy that was coming out of a long depression. There was plenty of slack. Even in mid-1941 we still had over 6 million unemployed. Thus it was possible for us to expand war production greatly and also increase civilian living standards before the limits of our productive capacity made extensive controls necessary. But as we begin this new mobilization we find our economy already operating virtually at capacity. This fact is of key importance in understanding why this relatively small defense program so quickly requires the imposition of controls.

**The selection and administration of controls thus far has been badly bungled.** The threat of price controls, for example, was broadcast so vigorously and for so long that our people were virtually asked to raise prices and thereby do much to defeat the controls. Adequate taxation directed so as to attack inflation at the source and thus give direct price control a chance to operate has not yet been provided.

Indeed, we could readily assemble a long and devastating catalog of the deficiencies of

the government's control program. But that would not dispose of the necessity for controls—by priority, by allocation, and, as a stop-gap, by direct prescription of selling prices—if we are to carry out our mobilization successfully. That is the only means by which a clear right of way for defense production can be cut through the highways of trade and commerce now jammed with civilian boom business.

#### **Hope In The Wilson Plan**

Since he became Director of Mobilization, Charles E. Wilson has added a new element of order and hopefulness to the mobilization program. He has laid out a plan which, if we are spared all-out war, would do three things by 1953. First, it would produce the weapons needed by our army and our allies to meet an immediate threat. Second, it would create the capacity that would enable us to move at high speed into weapons production for all-out war—if necessary. Third, it would create the additional production capacity that would restore by that date our ability to resume the climb of the American civilian standard of living.

**In technical and industrial terms the Wilson Plan seems to be feasible. If it is successfully carried out, we should be able to begin getting rid of controls rapidly by 1953.** But to carry out the program successfully, it must now have vigorous support from everyone. That does not mean mere agreement that it is a good plan. It means that we must conform to the controls that are necessary to make the plan work. In developing this support, the business community is in position to exercise crucially important leadership.

As has often happened in our national history, we are confronted by a paradox. We must accept emergency controls for the time being to insure survival of the freedom that they infringe. But, as we do this, we may find some comfort in the reflection that while controls from Washington are hateful, controls from Moscow would be infinitely worse.

**McGraw-Hill Publishing Company, Inc.**

# NEW! *ALL-NEW* RANGES

**BY MURRAY THE MONEY-MAKER!**



**Features that sell!**

## **MURRAY GAS RANGES**

- Beautifully designed one-piece top and "waterfall" front. No burner-bowl or front-edge seams to clean!
- Robertshaw precision oven thermostats. Interval timers on top models built into fine electric clock.
- Giant ovens, fully porcelain enameled, have rounded, easy-to-clean corners.
- High, swing-out, smokeless broiler . . . extra large.
- Plenty of storage space. Super-rigid drawers glide on silent nylon rollers.
- Models available with divided or grouped burners. Every range can use any type gas supply.

## **MURRAY ELECTRIC RANGES**

- Color-control heat-tuning! Graduated-color push-buttons help you select any of the 7-heat intensities at a glance.
- Deep-well cookers, big 6-quart size, are standard equipment on some models; quickly converted to extra surface unit.
- Dependable Robertshaw automatic thermostats accurately govern heat for perfect baking and roasting.
- Every Murray range is Fiberglas insulated for greatest efficiency and cooler kitchens.
- Every Murray range is finished with supreme quality Titanium porcelain enamel—acid and stain resistant.
- All range frames are completely welded (not just bolted) for lifetime service.

## **MURRAY CABINETS AND SINKS**

- Beautiful cabinet sinks in 66", 54", 42" sizes with every modern convenience. Acid and stain resistant porcelain enamel on all-steel sinks.
- Matching wall and base cabinets to suit most any kitchen size and arrangement.
- Hi-baked enamel on all-steel cabinets.
- Silent brass-runner drawers. Sound-insulated doors. Strong semi-invisible hinges.
- Durable Vinyl plastic tops on base cabinets, edged with heavy chromium band for highest quality appearance.
- Adjustable shelves. Concealed hand grips (one smooth surface to clean). Provision for fluorescent lighting under wall cabinets.

**All the quality and features that mean so much to your customers—and to YOU!**

Here's a proved sales-making appliance line . . . priced within the reach of all . . . made the Murray way—combining highest quality with new low cost, mass-production methods—in one of the world's finest plants!

Murray products include a full line of gas ranges and electric ranges . . . in addition to luxurious cabinet sinks, wall and base cabinets. Every well-known testing method is employed to insure that Murray appliances and kitchen cabinets are surpassed by none, and superior to many other brands.

Thickness gauges are used to measure enamel finishes of all products. Only Titanium acid-resisting enamel coats Murray ranges and sinks. Its extremely

hard quality, and its ability to be sprayed thinly, results in amazing durability and resistance to chipping and scratching. A specially developed Adherence Meter for the first time accurately determines ground or base coat adherence. Abrasive wheels, in another instrument, further help select only the finest finishes.

All burners, including oven burners, on gas ranges are lighted and tested right on the assembly line. On electric ranges, each position on each switch is thoroughly tested. All the innumerable checks and controls placed on the parts and finished products . . . coupled with the extensive, original research that goes into the designing of Murray units . . . assure you of highest quality merchandise with all the features your customers have ever wanted!

# MURRAY

THE MURRAY CORPORATION OF AMERICA • HOME APPLIANCE DIVISION • SCRANTON 2, PA.

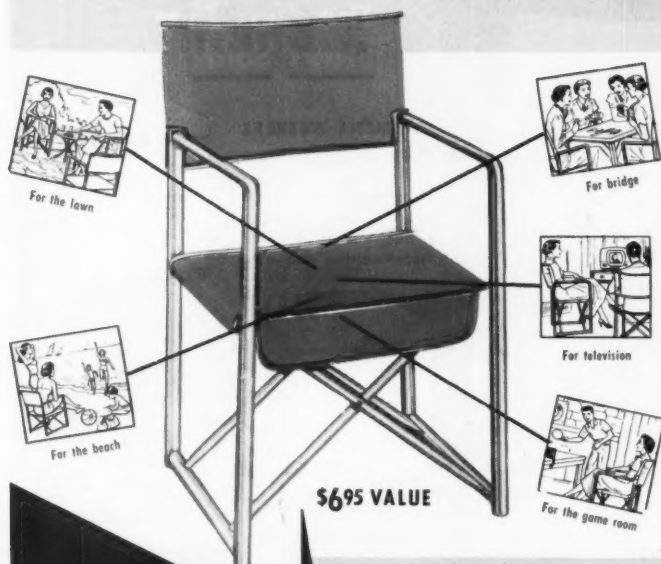




Repeated by Popular Demand!

# Arvin Early Bird HEATER DEAL

The Sweetest  
Deal in Heaters  
from the Greatest  
Name in Heaters



\$6.95 VALUE

## THIS CHAIR FREE...

with your order for 12 or more heaters

If you're an Early Bird—which is another way of saying Smart Retailer—you won't want to pass up this deal. Here are the profitable details.

Buy 12 heaters (assorted, any models) and receive a comfortable, colorful Arvin Flash-Fold, multiple-purpose chair absolutely free.

Buy 24 assorted heaters and receive two of these useful chairs free.

This sensational offer is good from June 1 to September 1. You order now but pay later.

And to sweeten the deal even more, Arvin gives you a full 40% off and prepays freight to your door on any assortment of either 12, 24 or more heaters, provided you buy 6 heaters of any one model. Get in on this deal—order now from your distributor!

**Order Now at 40% off!**

Arvin—the  
Complete Line  
of Portable  
Electric Heaters



### Cool-R-Hot Fan-Heater

Model 5000. Cools in summer, heats in winter. Adjustable head. Can be used as floor circulator—AC only.

**\$21.95**

All Arvin electric heaters listed by Underwriters' Laboratories.



### Leader Value!

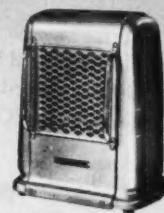
Model 91A. Compact 1320-watt fan-forced unit. Delivers 42 cu. ft. warm air per minute. The perfect price leader!

**\$11.95**

### Safeguard Model

Model 223. Same big features as other fan-forced models plus Safeguard Safety Switch. No radio interference. Tan enamel finish.

**\$14.95**



### Economy Model

Model 224. Big value in a fan-forced heater. Green baked-on enamel finish. 1320 watts; 42 cu. ft. air per minute.

**\$12.95**

### De Luxe Heater

Model 223A. Packed with features including Safeguard Safety Switch which cuts off current if heater is upset. Handy toe switch. Ivory finish. Red glow light shows when heater is on.

**\$15.95**



All prices subject to change in accordance with OPS regulations.

Electric Housewares Division  
**ARVIN INDUSTRIES, Inc. • Columbus, Indiana**  
(Formerly Noblitt-Sparks Industries Inc.)

HERE'S SOMETHING TO THINK ABOUT...

*Shortages hit  
the best first...*

**BUT THERE'S NO SHORTAGE IN  
WHIRLPOOL CUSTOMER SATISFACTION**

Let's face the facts squarely. There's a shortage of WHIRLPOOL products... a shortage created by material restrictions, by our obligation to fulfill government contracts, and by the unprecedented acceptance and desire for WHIRLPOOL by housewives everywhere.

Result? You may not get the washers, dryers and ironers you want. All of us will feel the pinch of shortages. But this situation will not last forever. In the meantime, every effort is being made to increase the service, acceptance and quality that has made WHIRLPOOL products "most wanted by most women."

Remember... the tremendous customer satisfaction generated by each WHIRLPOOL product you have sold is working constantly in your favor. There will never be a shortage in that respect! Yes... WHIRLPOOL performance plus continued WHIRLPOOL promotion and continued expansion of facilities will result in even *greater opportunities* for WHIRLPOOL distributors and dealers in the future!

**WHIRLPOOL CORPORATION**

*For Over 50 Years Manufacturers of the World's Finest Home Laundry Equipment*

**ST. JOSEPH, MICHIGAN, U. S. A.**

IN CANADA: John Inglis, Ltd., Toronto, Ontario

**The Line That  
Stays Sold!**

**AUTOMATIC WASHERS**

Only Whirlpool has Suds-Miser and the Seven Rinses, ultra-violet lamp, agiflow washing action, and many other "most-wanted" features.



**AUTOMATIC DRYERS**

Both gas and electric models incorporate many exclusive features... gas model has FLUKIT, the amazing self-lighter.

**WRINGER WASHERS**

Two beautifully designed models offer many outstanding features which result in greater value dollar for dollar.



**IRONERS**

The Whirlpool ironer has full size 26" x 6" roll plus dual heating elements with dual controls for faster, more economical ironing.



**Whirlpool**

**WASHERS, DRYERS and IRONERS**

## Electrical Merchandising

# They found a way to beat the chains...

Group buying, selling, warehousing, delivering, servicing, and advertising are only *some* of the activities of QEAMA Services Co-op, a loose but efficient organization of 25 small New York City dealers who use it to compete against both big firms and discount houses in the world's toughest market

By TED WEBER

**T**WENTY-FIVE neighborhood appliance dealers in New York's Borough of Queens are currently having their cake and eating it, too.

The 25 are members of QEAMA Services Co-op, a unique organization which provides its members with the economies of big-store operation while maintaining the small store's independence. Members' stores bill themselves as "neighborhood chain stores," enjoy the price advantages of mass buying, and purchase many operational services at cost. During 1950—its first full year of operation—the Co-op handled over two million dollars worth of merchandise and services for members.

The Co-op is separate from, but an outgrowth of the Queens Electrical Appliance Merchants Assn. (QEAMA), one of the healthiest and most vigorous of the regional dealer associations which attempt to represent the retailer in the bedlam that is retailing in New York City. Organized in 1937, QEAMA now has over 400 members. It

has served as the organizational pattern for similar groups in other sections of the city and in the 13 years of its existence has won several important arguments for its dealer members with distributors and manufacturers.

Basically, however, QEAMA remains a social group. Effective solutions to the everyday merchandising problems which plague independent dealers in the city were left unsolved until two years ago when 33 QEAMA members formed the Co-op.

Originally organized to provide pooled repair and installation facilities for members, the Co-op caught on quickly and its activities were expanded to include trucking, delivery, warehousing, cabinetry work, furniture re-finishing, and window trimming services. The success of the service operations also led the group to use the Co-op technique in attempting to meet the toughest problem facing the independent retailer—competition from the big stores and discount merchants who can use their resources in underselling the independent

dealer. The co-operative buying operation which followed soon became the most important phase of the co-op's operation and, as merchandise becomes harder to get, it will continue to be the most spectacular of the Co-op's activities.

The Co-op as it exists today is considerably different from what it was a year ago. The window trimmer's services are no longer in demand, the cabinet man is called on only infrequently, and the Co-op's own novel solution to the trade-in problem has been pushed into the background by the buying and servicing phases.

Today the Co-op's warehouses are well-stocked with both TV and white goods, its service staff has been reorganized, its service facilities improved by its appointment as a tube distributor. No one is sure of what the future holds for the organization, but it would appear likely that when merchandise becomes harder to get the Co-op's could play a bigger and bigger role in getting a share of what's available for its members.

## DEALERS FORM THEIR OWN CO-OP

**TWO OF THE 25** members of QEAMA Services Co-op greet each other as they meet in the doorway of the Co-op's store, which the Co-op owns and which serves as an auxiliary showroom for all 25 dealers.

**FOR DETAILS OF HOW THE CO-OP OPERATES SEE THE FOLLOWING PAGES**





**THE ADVERTISING COMMITTEE** last year authorized an extensive three-times weekly newspaper campaign in the New York Daily News, the Long Island Star-Journal and the Long Island Sunday Press. Agency man Marty Magidson shows committee members the tear sheets of the 1950 campaign. Because some members are not sure the ads paid off, campaign has not yet been repeated.



**CONTROLLING BODY** of the Co-op is the executive committee, a five man group which meets twice a month to review operations and lay plans for future activities. From left to right are Michael Napoleon (Maspeth Melody), F. H.

## Dealers Form Their Own Co-op (Continued)

### SMALL DEALERS RUN A BIG BUSINESS

The 25 dealers who currently belong to the Co-op are all members of the QEAMA parent organization and are the survivors of 33 retailers who formed the Co-op in the spring of 1949. Because it was an offshoot of QEAMA and because the parent organization lent the group part of the cash necessary to get into business, the Co-op felt obligated to accept as a member any QEAMA dealer who wanted to join. This led to some duplication in area coverage, with two or three dealers in the same immediate neighborhood belonging to the Co-op. In the space of two years, however, most of these duplications have been solved by the withdrawal of some of the original members. (In the future, new members must be acceptable to the executive committee and to the dealers in whose neighborhood the merchant sells.)

The necessary funds for the birth of the Co-op came partially from stock subscriptions from members and partially from a loan by QEAMA itself. The loan has since been repaid but members continue to buy stock monthly. Beyond this there are no fees. For buying services the member pays four percent over the actual cost of merchandise as a purchasing charge. Service operations are billed at cost.

The 25 dealers who today make up the membership of the Co-op hold monthly meetings. Nominally, decisions on policies, operations and advertising are made by committees elected by members. In practice, however, the constant succession of everyday decisions which give the organization much of its vitality are made by two men who devote all of their time to the Co-op's business. They are Fred Berg, its president, and Marino

Jeanet, vice-president and secretary of the group. In addition, there are 18 other employees on the Co-op payroll.

Most of Berg's time is devoted to lining up merchandise for the Co-op. The complete inventories in the Co-op's warehouses and the continued success the group has had in getting merchandise even in the tightest periods speak well of Berg's talents along these lines. The Co-op's lines of supply are varied: on some brands the group is considered as a distributor; on others it is regarded as a "special" distributor in much the same manner as are the appliance chains; and on still other brands there are no official buying arrangements. Most of Berg's buying activity centers in the metropolitan market but he has on occasion gone as far west as the Mississippi.

Jeanet is actually the operating manager of the Co-op. His role as a Co-op official is unique in that he also operates his own store which is a member of the Co-op organization. It is sometimes hard to distinguish between Jeanet the dealer-member and Jeanet the Co-op vice-president. There is, for instance, the matter of the Co-op's headquarters on Northern Blvd. The Co-op occupies the basement and the balcony while the main floor is leased by All Brand Appliances, a retail store operated by Jeanet. The All Brand sales floor is in effect a showroom for the Co-op. Dealers who have a call for merchandise they do not have in stock can refer the customer to All Brand. Even if the sale is then completed by an All Brand salesman, the dealer member gets the profit. If, however, the customer has not been sent to the store by a Co-op member Jeanet and All Brand get the sale.

## Co-op Members



**SERVICE DEPARTMENT** in basement of Co-op headquarters is equipped to handle any TV calls, repair major appliances, and refinish traded-in appliances.

**TRUCKING SERVICES** are sub-contracted from a local trucker. The Co-op regularly keeps two trucks on the road, may use as many as five on busy days.





Murphy, formerly a dealer member who now devotes full time to Co-op activities, Paul Jappz (Nassau Appliance Shop) and Jeantet, who is both a Co-op official and the owner of a member store.



**BOSSES OF THE CO-OP OPERATION** are president Fred Berg, center, and vice-president and secretary Marino Jeantet, right, shown here with the Co-op's lawyer, Gerard Nierenberg. Berg, once a retailer himself, now supervises the buying activities of the Co-op while Jeantet, who still owns his own store, supervises the operations of the group.

## Use These Services.....



**CO-OP** maintains bonded warehouse, rents space in commercial warehouses for its own inventory and that of members.



**CO-OP HEADQUARTERS** are in this large store in Corona, Queens. Basement, balcony and rear of main floor are occupied by Co-op while the sales floor is leased to All Brand Appliance & TV Co.

**EACH SATURDAY** the Co-op mimeographs a list of available merchandise for members' use during the following week.



**ALL BRANDS'S** sales floor is available as a showroom for all members. They may close sale themselves or let All Brand salesman do it. In either case dealer (and not All Brand) gets profit.



## It Simplifies His

Dealers Form Their Own Co-op (continued)

# Here's How Co-op Membership Pays Off For the Dealer

- 1 CO-OP MEMBER** Bill Noah gets a service call from one of his customers. With no service crew of his own, Noah need only . . .



## It Helps Him With His

- 1 SLIM ALLOCATIONS** of his regular lines leave empty spots on Noah's sales floor. He can ease the pinch of shortages by . . .



- 2 CONSULTING WEEKLY LIST** of merchandise in Co-op's warehouses. Noah makes notes and when he has call for out-of-stock refrigerator he . . .



## It Eases His

- 1 DEALER NOAH** inspects a traded-in refrigerator. The box is scarred and Noah has few calls for such trade-ins anyway. So he sends box to . . .



- 2 CO-OP HEADQUARTERS** where, in a shop like this, it is reconditioned, repainted if necessary and sent upstairs to . . .





## Servicing Problems.....

**2 CALL CO-OP** service boss Frank Murphy, who takes down customer's address and complaint and then puts in a . . . .



**3 RADIO CALL** to serviceman Arthur Romar. Co-op crews are licensed to carry these portable radios, but service calls are usually scheduled in advance.



## Merchandising Problems.....

**3 TAKES HIS PROSPECT** to the Co-op sales floor where a wide variety of merchandise is on display. After she selects this one . . . .



**4 CO-OP DELIVERY** men move in to deliver it. He has made sale without maintaining big inventory and will pay Co-op only small purchasing fee.



## Trade-in Headaches.....

**3 CO-OP'S SALES FLOOR** where dealer Bill Prokopf has brought a customer who is interested in a used refrigerator. After the sale a . . . .



**4 THREE WAY SPLIT** gives Noah his trade-in allowance, the Co-op the money it spent on re-conditioning, and Prokopf the profit he made on selling it.



# Do Home Demonstrations



**A BIG SELECTION** of sets to choose from is offered in his Jacksonville, Fla., store by Glover Weiss (right) who maintains that in-store demonstrations give the dealer a chance to sell up, permit demonstrations under best conditions.



**IMMEDIATE COMPARISON** of the performance characteristics of various sets is possible only in the store, Weiss maintains, assuring this customer that the set she gets will be brand new and unused and that he guarantees satisfaction.

**NO...** says Glover Weiss, who does over \$200,000 in TV a year in his Jacksonville, Fla., store without them and who believes that they aren't good business because the customer is entitled to new merchandise and the dealer can't afford to be loaded with unsold, used sets.

**"A** S A RULE we do not demonstrate television sets in homes," says Glover Weiss, prominent appliance dealer of Jacksonville, Fla. "There are several minor but important reasons which, when added up, make one big reason: it isn't good business."

With this flat statement, Mr. Weiss differs from a lot of dealers who do believe firmly in demonstrating television sets in the same manner as they do other major appliances.

But it isn't a new thesis with Mr. Weiss at all. He has one of the largest sales volumes of radio and television in the Florida gateway city and he has been at it since 1920, when the first crude radio sets came out. To back up his argument further he points to the fact that his firm does an annual

business of more than \$250,000 a year, close to \$1,000 a day, and that about 90 percent of his sales volume is in the television and radio field.

Admittedly, these are pretty impressive figures in a city where competition is heavy and which has not yet reached the quarter-million population stage. Mr. Weiss seems to know what he's talking about in his non-demonstration program, too.

"For one thing, we believe every buyer is entitled to new and unused merchandise when he pays for it," says Mr. Weiss, in explanation of his stand on demonstrations in the home. "Even the best salesman can't sell all of the television sets he sends out on approval and he's going to have to take some of them back. Every set that does come back is therefore a used set. In other

words, when the home demonstration is over, if the customer decides not to buy it and the set is returned to the shop here, you have a used television set and the person who eventually does buy it, gets second-hand merchandise.

#### Customer Gets Explanation

"Of course, we tell the customer we have no hard and fast objections to sending out a set for demonstration, but we tell him we believe he is entitled to new merchandise, and when he buys it, we like to ship it out to him in the crate it comes in. We explain to him frankly why we don't make a practice of sending the set out for demonstration and usually he understands. We stress the point that we are protecting the buyer's interest by assuring him he gets a brand new set instead of one which has been set up and used in other homes."

**But there must be some kind of demonstration, mustn't there?**

"Sure," says Weiss,—"but it's all done right in the store. We show the set and explain every possible angle of it—this is how it operates, this is how good the reception is, and this is how the set will operate in your own living room. We guarantee that much on the set the customer buys, and we guarantee the installation. In short,

the customer has to be satisfied with the operation of the set after we have installed it. If he isn't satisfied, we always stand ready to exchange it for another brand or another model."

By confining demonstrations to the store, Weiss believes the demonstration itself is improved. He makes the point that in a home demonstration, only one model of one type of set is being shown. If the customer doesn't like it, there is no opportunity to switch him to another model or another type, as there is in the store.

"We sell six brands of television sets. Obviously it is impossible to keep on hand all models and types of each of these brands in enough quantity to send them out as demonstrators," he says. "But we can and do keep as demonstrators one of each model in operation on the store floor here. If the customer doesn't like the one he first became interested in, it's an easy matter to take him on to another one."

#### How About Approvals?

**But doesn't a television set help to sell itself if installed on approval in the customer's living room? Doesn't the customer get a feeling that here is something that belongs, and that he'd hate to see it taken out?**

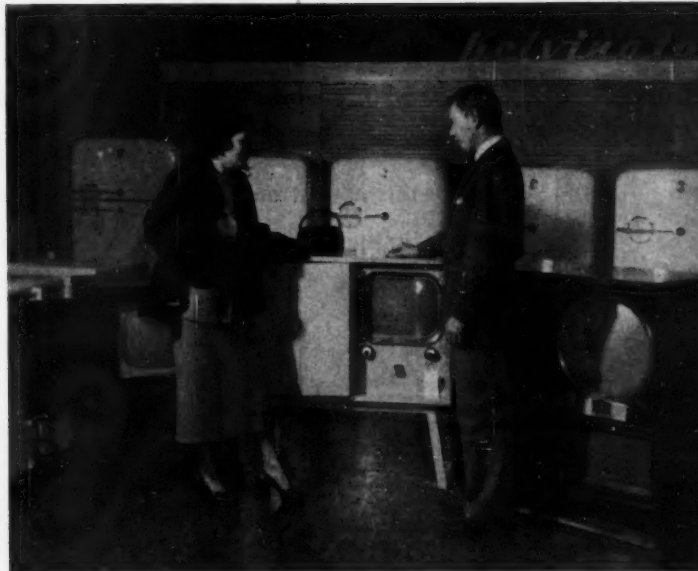
(Continued on page 158)

# Help Sell TV.....?

By  
A. B. WINDHAM



**THE BEST TV SALESMEN** in the world says Delaney's, Inc., are the stars who appear on TV programs. Moreover, when a set is left in the home the prospects get a chance to see just how it will affect family life, including their budget.



**QUESTIONS** about TV as furniture are best answered in the home, says J. A. McNeil, general manager of Delaney's, offering to let this prospect try the set at home. After it has been in her home for two days a salesman will call.

**YES.....** declares J. A. McNeil of Delaney's, Inc., a Birmingham, Ala., firm which realizes \$200,000 a year in TV volume largely because of a liberal home demonstration plan and which finds that this entry to customer's homes provides extra opportunities for appliance sales.

**"W**E DON'T want anybody to buy a television set from us until he's had it in his home for at least 48 hours," says J. A. McNeil, general manager of Delaney's, Inc., in Birmingham, Ala. "After that time, in nine cases out of ten, he's completely sold on it, we've got a good customer on the books for other appliances, and the necessity of service calls is cut considerably. We think it's good business."

The policy of home demonstration of television sets has, for more than a year, been an important part of the Delaney sales program. This aggressive retail appliance shop is one of the largest in the Magic City. Its sales volume runs well over a million dollars a year with an estimated 20 percent of the total being accounted for in

television and radio sales. Even in a city of 350,000 population, obviously that's good booming business, and Mr. McNeil declares that his staff of 18 outside salesmen has learned to sell television right along with refrigerators and ranges.

"We regard a television set just as we do other appliances," he explains, "and believe it is best sold through home demonstration just as other appliances are. Why do you send out a washing machine on approval? Because it should be shown right in the home, at work on the customer's own clothes, fitted into the customer's own laundry, and proving to the customer that work is easier and time is saved. A television set should be shown the same way, fitted into the living room and proving to the customer that life

is made easier and more pleasant, and entertainment provided for the whole family. How can you prove that by a demonstration in the store?"

#### Home Sales Are Easier

But isn't it easier to sell a prospect right in the store where there are many models and types of TV sets for him to inspect, and where the salesman has many aids and facilities for demonstration at his finger-tips, instead of giving the prospect a home demonstration with only one model and no salesmen around to convince him?

"We don't think so," says McNeil. "With the set installed and operating in the home, you have the best salesmen in the world at work on the prospect for you—Milton Berle, Groucho Marx, Arthur Godfrey, the Metropolitan Opera stars, and Kukla, Fran and Ollie. Can you beat that lineup of salesmen? In fact, the prospect is unconsciously being sold by every program that comes in.

"As an added asset, we have found that in many instances the home demonstration approval plan has worked well in increasing the amount of the sale. Many times a family will decide that a more expensive console model would be better suited to the home than the small cabinet or table

model in which they were interested originally.

"The installation of a set in the prospect's house gives the husband and wife a chance to sell themselves. They can talk over the budget, get the reaction of the family, and discuss the matter in the privacy of their own living room without outside interference. The truth is, home demonstration of television sets releases the salesmen to get out and find other prospects while the set is selling itself."

**But is it practical to put such heavy reliance on the set's ability to sell itself? How do the Delaney salesmen react to the plan? The practice of home demonstration doesn't do away with the need for a salesman, does it?**

"By no means," declares W. K. Moore, general sales manager. "We don't just install the set and let nature take its course. On the second or third night of the five-day approval plan, the salesman drops in on the prospect to find out how he likes the set, how it is operating, to answer any questions about it the prospect may have, and to point out added features which may encourage the sale.

"This serves another very useful purpose. It gives the salesman an  
(Continued on page 80)



# CUT IN on the POWER MOWER BOOM

A 70% sales increase last year made power mowers an \$80-million business—yet fewer than four out of 10 appliance dealers are handling this newest and most popular sideline. Service is negligible, prices start in the fifties and the average home owner is today's top prospect

By JOHN DECKER

FOR the average property owner the "day of the power lawn mower" appears to be here to stay.

In the postwar period alone, power mower sales have skyrocketed until today many observers believe the annual volume of the approximately 100 manufacturers in the field approaches \$80,000,000. To realize what a yearly turnover of this magnitude might mean to the appliance dealer one need only check the sales of comparable electrical appliances. With the exception of the larger "white goods" few of these can boast of a figure even close to this, despite the fact that most appliances are year round sellers, while mowers reach their peak sales period during the spring and summer months only.

## The Market: There for the Taking

Estimates as to the number of power mowers in actual use show wide variation, but a majority of spokesmen are agreed in their feeling that the present market is probably no more than 10 to 15 percent saturated at most.

The Philadelphia *Bulletin* in a recent survey sampling the demands of greater Philadelphia discovered that some 80 percent of the suburban families in that area alone had lawns. Of this total 71.2 percent owned a lawn-mower; 94.8 percent of these were hand mowers and only 6.6 percent were power units, an indication of the vast national market existing for this latecomer to popularity in the ranks of home labor saving devices.

Why then the hesitancy on the part of the appliance dealer to include power mowers in his line? In 1949 ELECTRICAL MERCHANDISING, in a survey conducted among 1,739 appliance dealers in 48 states, found that only 37.16 percent handled mowers as part of their stock in trade. Most of the larger manufacturers in the field offer discounts of approximately 25 percent, with additional allowances for quantity purchases. While this is short in comparison to appliance discounts, it is nevertheless well for the dealer to consider the self selling characteristics of the power mower

EDITOR'S NOTE: This is the third in a series of articles on merchandise sidelines suitable for handling by appliance dealers. The first, *Pots and Pans Draw Appliance Prospects*, appeared in November, 1950, and the second, *Greeting Cards Pay the Rent*, was published in December, 1950.

during its annual summer appearance.

Power mowers, unlike the variety of other appliances on the home scene, are almost exclusively a man's machine. This popular appeal for the average male probably stems from a man's interest in anything mechanical, plus the fact that traditionally he has been saddled with the weekly grass cutting task. In decisions affecting the purchase of most home appliances, the woman's voice is an important factor to consider. With the power mower it is a different story. A man who owns even a small lawn area and who has an income of \$3,750 a year, or more, may consider the power mower a necessity rather than a luxury.

That the lawn area necessary to the support of a power mower need not be large is amply illustrated by a study conducted by Toro Manufacturing Co. in the autumn of 1950. Among the owners who responded, 73 percent had a half acre or less of lawn area to care for, an illustration of the fact that power mowers are no longer the exclusive pet of the country club. As Sam Briggs, sales manager of Reo Motor's Lawn Mower Division recently put it, "Power mowers have become a part of our way of living. And the market hasn't even been tapped."

## The Mower's Family Tree

For the dealer planning the addition of a line of power mowers to his present stock, a certain amount of historical background material is necessary in order that he may know the failings and good points of the product. The original means of cutting grass, a series of rotating blades mounted and turning on a central shaft, appears to have originated in England sometime in the early part of

the nineteenth century. This simple mechanism has not changed to any great extent since its inception, and today remains the basic design around which the majority of power mowers are built. Lightweight alloys have been incorporated in various parts of the motor, housing, and structural portions of the modern product, but the cutting mechanism still remains much the same as when first conceived 120 years ago. This is the reel type mower and the type which the average buyer will first turn to when considering purchase. In doing so he has chosen the type which has been generally

favored for use on a well graded lawn.

He is, however, overlooking the potential of the newer, rotary types. According to some spokesmen, the reel type mower possesses one bad feature: it will not cut with any degree of accuracy when rank grass growth of more than average height is encountered. Various methods were tried throughout the years to correct this failing, but not until 1935 did an inventive individual hit upon the idea of a mower which presented a blade rotating parallel to the ground. Thus the rotary mower came into being, and by undercutting grass in the same manner as a scythe, it manages, according to the industry, to do a job not only on fine lawns, but on long stemmed growth as well. In addition, it is also claimed that the rotary will shred grass cuttings to a fine mulch before redistributing them onto a lawn.

Indications are that the rotary now

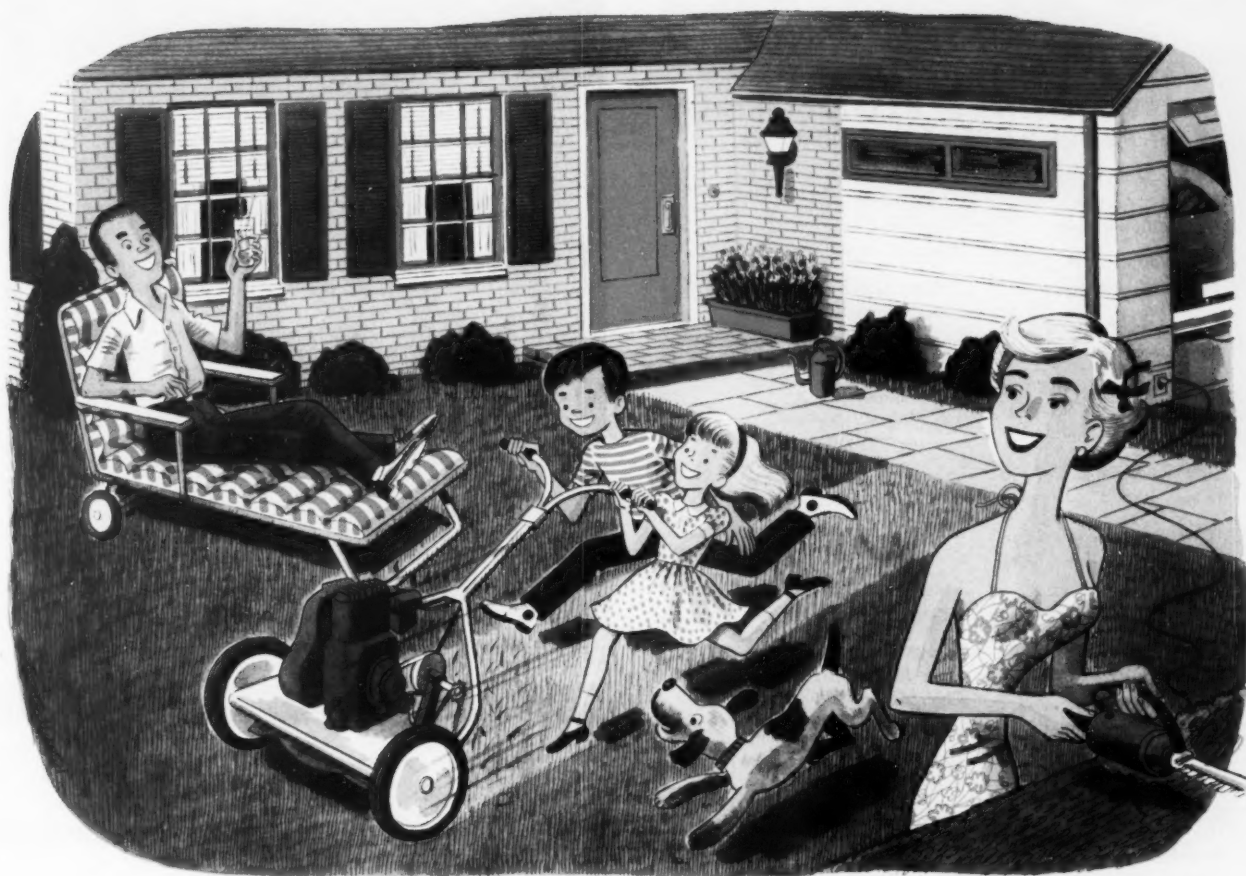
PRICES START AT \$52.95



LEAST EXPENSIVE power mower on the market is the electrically powered rotary mower made by the Huffman Mfg. Co. to retail for \$52.95.



JUST UNDER \$100, the Robertson mower made by King Pneumatic Tool Co., Chicago, cuts a 20-inch swath, is powered by a 9/10 hp Briggs & Stratton engine.



accounts for some 25 percent of annual power mower sales in the nation. Cumulative dollar sales of the top twenty manufacturers showed an increase of almost 135 percent for the rotaries when final sales tallies for 1950 were compared with 1949. Reel

type power mowers could boast of an increase of 60 percent during the same period. This popularity of the rotary should continue to follow an upward trend in future, though it is doubtful that the older and better known reel types will ever completely topple from

the commanding spot which they have enjoyed for so many years.

The least known of all power mower types on the market today is the so-called sickle bar. It too follows the scythe principle of cutting grass, but since it is intended primarily for very heavy duty operations, it is not generally in demand by the average buyer.

Interest in the cutting size of the blade. Toro Manufacturing, in their survey, discovered that among 38.6 percent of a selected number of purchasers of their product the following blade size preferences prevailed.

Size of Blade	Percentage Owning
16"	9.59
17"	16.84
18"	18.91
19"	1.04
20"	4.14
21"	44.30
22"	2.07
24" 30" 31"	3.11
	100.0

#### The Buyer's Interests

The inroads which power mowers have made into the sales of manually operated machines are evident from the figures of the top 20 manufacturers in 1950. During this period yearly net dollar sales of hand mowers had risen perhaps 12 percent over 1949. Power mowers of the two most popular types (reel and rotary) had registered a strapping increase of almost 70 percent. This rising tide of public acceptance has stemmed partially from higher labor costs which have made employment of the yard boy the exception rather than the rule. In addition, it is evident that the public has become sufficiently educated to appreciate the labor saving possibilities inherent in the power mower. This approval has been fostered by the manufacturers themselves, a factor which has helped immeasurably to make the dealer's selling job easier.

#### Blade Size Important

In selecting their power mower, regardless of the type chosen, the average buyer will register an initial in-

terest in the cutting size of the blade. With slight variations brought about by climatic necessity and regional preference it is a safe assumption that the sizes shown follow a more or less national pattern. The larger cutting edges would of course be most popular in the South and Southwest where grass growth is heavier and faster. To realize the full sales possibilities of the power mower the dealer must consider carefully the types most suited to his particular locale. A majority of suburban areas will call for smaller, lighter units, while more rural neighborhoods will of necessity be prime targets for larger, more powerful machines. Customers will as a rule show the most interest in the smaller units, but should be cautioned against restricting themselves too greatly. An

(Continued on next page)



**AUTOMATIC REWIND** starter is outstanding sales feature on Reo's Royale De Luxe, a 21-inch mower with a 1 3/4 hp engine and retailing for \$124.50.

**GASOLINE** powered rotary made by Pioneer Gen-E-Motor Corp. features molded aluminum frame, low weight (70 lbs.) and price of \$109.50.

## A PARTIAL LISTING OF MANUFACTURERS OF POWER DRIVEN LAWN MOWERS

Cooper Manufacturing Co. 411 First Avenue Marshalltown, Iowa	Pennsylvania Lawn Mower Works American Chain and Cable Co. Camden, New Jersey
Davis Corp., G. W. Richmond, Indiana	Pioneer Gen-E-Motor Corp. Pincor Products 5841 West Dickens Ave. Chicago 39, Illinois
Eclipse Lawn Mower Co. Prophetstown, Illinois	Reo Motors, Inc. Lawn Mower Division Lansing 20, Michigan
Fairbanks Morse and Co. 600 S. Michigan Avenue Chicago 5, Illinois	King Pneumatic Tool Co., Robertson Div. 27217 N. Ashland Avenue Chicago, Illinois
Falls Products, Inc. Genoa, Illinois	Sensation Mower, Inc. Ralston, Nebraska
Heineke and Co. 1900 South Eighth Street Springfield, Illinois	Savage Arms Corp. Lawn Mower Division Chicopee Falls, Mass.
Huffman Manufacturing Co. 117 Gilbert Avenue Dayton 1, Ohio	Toro Manufacturing Corp. 3042 Snelling Minneapolis, Minn.
Jacobsen Manufacturing Co. 742 West Washington Street Racine, Wisconsin	Western Tool and Stamping Co. Des Moines, Iowa
Johnson Lawn Mower Corp. Ottumwa, Iowa	Worthington Mower Co. Stroudsburg, Pa.
King Pneumatic Tool Co. Chicago, Illinois	Yard Man, Inc. Jackson, Michigan
Moto-Mower Co. 4624 Woodward Avenue Detroit, Michigan	

## HOW BIG A YARD HAS THE POWER MOWER OWNER?

Overall Size of Areas Mowed by  
195 Buyers of Power Mowers\*

Approximate Total Area in Square Feet	Approximate Acreage	Percent of Total
1,000 to 5,715	1/8	6.1
6,000 to 7,900	1/6	11.2
8,000 to 9,750	1/5	13.1
10,000 to 11,900	1/4	9.8
12,000 to 13,500	3/10	5.6
14,000 to 15,400	1/3	11.2
16,000 to 17,600	2/5	3.3
18,000 to 19,000	2/5	1.9
20,000 to 22,900	1/2	10.8
24,000 to 26,970	3/5	1.9
28,000 to 30,550	7/10	4.7
32,000 to 33,750	3/4	2.3
26,000 to 39,000	9/10	.9
40,000 to 43,870	1	6.5
44,000 to 47,500	1 1/10	1.4
48,000 to 90,000	2	6.5
Over 100,000	2 1/3 acres or more	2.8

\* Survey figures courtesy Toro Mfg. Co.

100 Percent



ROTARY MOWERS, like this Toro Manufacturing Company model, cut long or short grass, are growing in popularity.

## MANY TYPES OF MOWERS DO ALL KINDS OF JOBS

### CUT IN ON THE POWER MOWER

oversmall model for a specific job will not wear as long, or as well, as a larger one, and this should be thoroughly explained to the buyer.

#### The Price Remains Low

Among appliances, power mowers alone appear to be one of the few items on sale in today's market which have resisted the trend towards higher prices. The smaller and most popular types, with cutting blades of from 18 to 21 inches, have not increased appreciably in cost over 1942's average figure. Thus a representative power mower was readily obtainable last year for \$99.50, and this year's prices have not risen sharply above this figure. Some machines are on the market at present selling for \$79.50, and one enterprising concern manufactures an electrically powered rotary retailing for \$52.95. Industry spokesmen are understandably reluctant in the face of rising prices to discuss just how long they will be able to hold the price line. Most, however, are agreed that the cost of small, gasoline engines will be one of the decisive factors. Generally speaking, the heaviest consumer demand falls upon those power mowers which are priced slightly above \$100. One of the larger distributors in the New York area has pinpointed this even further with the statement that 80 percent of his calls are for machines which will be placed on the market at prices ranging from \$110 to \$130, a figure which appears to rank closely with that prevailing throughout the rest of the country.

Dealers should plan to meet the varying demands of the public by stocking at least two or three models in several different lines. In addition, they should have an adequate inventory to accommodate the brisk trade that this May to August business invariably brings. They should remember, too, that the prospective purchaser of a power mower is a remarkably good credit risk, partly because of the responsibility which home ownership engenders, and more particularly because of his higher than average income. Toro's survey brought forth the fact that 94.5 percent of all buyers of their product were home owners.

#### Repairs No Problem

While repairs necessary to the continuing good health of the modern power mower are few and far between, an adequate and varied stock of replacement parts is a prime requisite. The dealer should not construe this as meaning that the addition of a line of power mowers will bring with it a large bag of repair problems, and the attendant loss of customer good will. Most name brands will give many years of trouble free service to their buyers, and happily those few repairs that will arise with even the best of products are easily handled by dealers whose facilities include even small shops devoted to refrigerator and washer upkeep.

In keeping with most other appliances, the dealer who knows his mower and is able to deliver a convincing sales talk on the merits of the





**SICKLE-BAR** mowers, like this \$230 machine by Toro, are ideal for cutting rank vegetation and weed growth.



**GASOLINE** reel-type made by Pennsylvania is easy for girl to operate, but manages big job efficiency.

**HEAVY-DUTY** mower, designed, as the name implies, for park-like areas, is made by Eclipse.

**ELECTRIC**, reel-type mower made by Reo is designed for small lawns, has 18-inch blades.

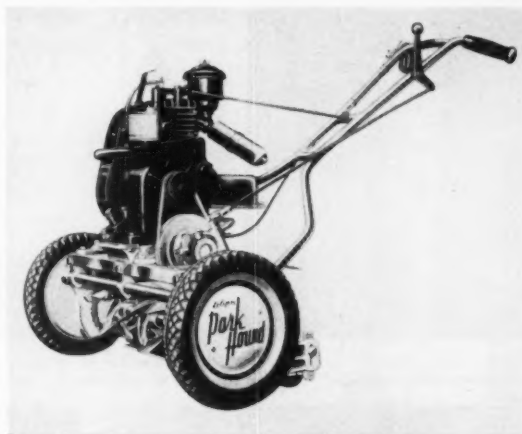
## BOOM (continued)

product will find the battle half won. In their survey, Toro found that direct or indirect influence of the dealer motivated final purchase in *almost 54 percent of all sales*. Influence of brand held the next bracket, and the balance of replies included such reasons as buying for comfort and convenience.

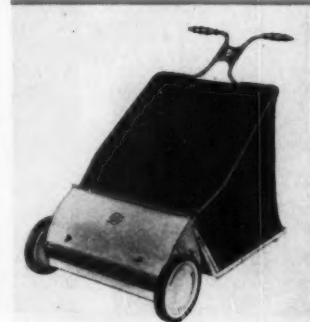
Of necessity the dealer must arrange to have the power mower displayed in a sufficiently large space so that the prospective customer may move the unit around, and generally take the measure of the machine in which he is interested. Those dealers fortunate enough to possess a small lawn space adjoining their place of business will immediately recognize the possibilities of a "live" display, during which the mower may be started and handled by the prospect, a sales technique which invariably leads to the conclusion of a sale.

### It's Up to You

For a fifty three year period power mowers have been known and marketed in the United States. During the greater part of this long span of years they enjoyed the relative seclusion of the large estate, the country club and the cemetery. Those few hardy souls who were interested approached purchase with extreme reluctance. 1942 saw the first great sales spurt, and while no mowers were constructed during the war years, and few in 1945, the public remembered when the war was over. Sales have risen steadily since 1946. And they will continue to rise. **End**



## THESE CAN CREATE SIDELINE SALES



**THIS \$37.50** lawn sweeper is a product of Western Tool & Stamping Co.



**HEDGE CLIPPERS** are not new on the market, but electric models like this \$37.50 product of Pioneer Gen-E-Motor make a boring job lots easier.

# Outside Crews Sell 600 Washers

Outside selling by well-trained, constantly supervised crews who use the user is the best way to sell washers, claims Henke & Pillot, Houston, Texas, who prove it by moving over 200 units in the first two months of this year

## Careful Preparation in the Store . . .



**1 EVERY MEMBER** of the Henke & Pillot appliance staff, from manager to porter, is required to bring his personal washing to the store. Here salesman

James Huckaby does his for an audience. This constant use increases product familiarity, enables salesmen to make convincing talks on results.



**2 DAILY SALES MEETINGS** require every one of Henke & Pillot's salesmen to make a five minute product pitch under the eyes of manager Coffman.



**3 CONSTANT SUPERVISION** supplements thorough training. Like other salesmen, S. W. Payne must make out a daily report in the prospect book.



**4 BEFORE SALES CREWS** go into the field, assistant appliance manager Joe Casley (right), who usually goes along, provides list of users.

**H**ENKE & PILLOT, Inc., 78-year-old Houston, Texas, operators of complete shopping centers, added appliances to their list of merchandise in 1946. Now the appliance division is one of the pet departments of W. D. Sutherland, the firm's president.

In addition to a complete home appliance store at 2900 South Main St., Sutherland's

firm displays appliances in departments in 16 other shopping centers.

Early in 1948, Mr. Sutherland appointed N. G. Coffman, a veteran of the appliance business since 1928, to head the entire appliance department.

Here's what the company has done since:  
In 1948 the firm ranked in 350th place in

the U. S. in sales of Frigidaire refrigerators. In 1949 they moved up to 16th place.

From equally low ranking in automatic washers in 1948, Henke & Pilot jumped to third place in 1950. The firm sold 350 automatic washers in 1949; more than 600 in 1950, and more than 200 during the first two months of 1951.

## ... Pays Off in Sales in the Field



**1 CALL ON A USER** is made by Casley and Scogin together. Questions about performance of the washer usually result in an invitation to come in.



**2 SATISFIED USER**, flattered by salesmen's interest, is happy to provide names of neighbors who might be interested in purchasing automatic washers.



**3 ARMED WITH NAMES** of prospects, Casley and Scogin start "one-two-three" call—one on each side of user's home and one across the street.



**4 CONTACT MADE**, salesman Scogin brings a woman prospect to the store for an automatic washer demonstration. She was one of neighbors recommended as prospects by user called on earlier in the day.



**5 DEMONSTRATION** in the store clinches the sale for Scogin. Tactics such as these raised Henke & Pilot to third place in washer sales volume among Frigidaire dealers, helped make firm 16th largest refrigerator dealership. END





**INSPECTION** of its \$10,000 worth of service equipment and an opportunity to watch its technicians at work is one important way in which John Rogers (left), owner of Television Market, convinces TV prospects that the firm makes customer satisfaction the pivot of its sales operations.



**TO ATTRACT** the prospects which they sell through confidence in service, Rogers and Harry Busten (right), sales manager, splurge on heavy newspaper and radio advertising.

# No TV Service Complaints Here!

**Heavy advertising helped, but the customer satisfaction created by top technicians, \$10,000 worth of test equipment and relentless emphasis on service is the big reason why Television Market, Kansas City, reached a \$1,000,000 volume in its first eight months**

**By GRIER LOWRY**

**I**F the experience of the Television Market in Kansas City, Mo., is any index, the thought uppermost in the minds of most people who buy video can be summed up in one meaningful word: Service.

Making service the keystone of the company's operative blueprints, this organization has siphoned off a fair share of the more than 100,000 sets which have been sold in the greater Kansas City area.

Under John Rogers, owner, a young man of surprising alacrity who would rather putter around taking the "bug" out of a TV set than play golf, Television Market racked up \$1,000,000 worth of video sales in an eight-month period in 1950.

This formidable figure was attained despite a mediocre location on an outlying avenue where pedestrian traffic is almost zero. It was achieved (1) by making quality and guaranteed service the pivotal point of the operation, and (2) with heavy newspaper promotions.

The importance of service in the

TV picture was demonstrated rather positively to the bushy-haired dealer when he was with the Ford Motor Co. in Canton, Ohio, after operating an appliance store in a suburban business district of Kansas City. Purely as relaxation he repaired the neighborhood's television sets for very nominal, and elastic, fees. Word spread over Canton that the young man had a way with ailing television sets and before he left the Ohio city to establish the present operation he had repaired 500 or 600 sets "just for fun."

"The Canton interlude proved to me that television was in the same boat

as motor cars in that sales would always have to be backed by reliable service," declares Mr. Rogers. "This medium cannot be sold with complete satisfaction by drugstore-type operations for the simple reason that the average prospect wants tangible evidence before he buys that when trouble crops up he can rely on the firm to come to his aid."

The spring, 1950, opening of Television Market was timed to perfection. Other dealers were loaded with 1949 models when Rogers & Co. opened up, with brand-new styles and impressed this fact on the populace with \$3,500 worth of newspaper and radio

"spot" advertising. Although television in Kansas City was "dead" at the time, the Market doubled its investment in the first month of operation. One station, WDAF, was operating only three hours daily, there was no cable, and only 30,000 sets had been sold.

"Our business philosophy then, and now, was based on the idea that a television set is a delicate mechanism that demands the attention of service experts," says Rogers. "We started doubling our volume each month after the cable hook-up in the fall. We opened with a \$12,000 inventory, with all 30 or 40 of the sets on the floor. A local distributor laughed when I asked for a carload of merchandise. But after we registered 5,000 persons at our opening day drawing and created a demand for sets with big newspaper 'spreads' in The Kansas City Star, local wholesalers saw what we could do and we had our choice of several outstanding lines."

Today, Television Market has \$30,000 worth of merchandise housed in

a trim-looking 40x125-foot building decorated with a revolving neon sign that has the sign of the atom, symbol of electronic service, on top.

Hub of the operation is the professional-looking service shop equipped with \$10,000 worth of apparatus and staffed by five white-uniformed laboratory men who were plucked out of jobs in the East where they had had more time to be exposed to TV service problems.

"One of the beauties of working for Rogers," said one of the servicemen, "is that if you get stumped, you don't have to worry about telling him. He likes to help on intricate troubles and welcomes the opportunity to get out of his office into the service lab."

#### Prospects See Service at Work

It is a favorite tack for salesmen to lead a prospect into the shop to view a stripped-down TV chassis, inspect the service equipment, and watch the technicians work. A shop inspection tour is a lot more eloquent than words, according to Rogers, and never fails to generate confidence in the company's ability to care for sets after they are bought.

John Rogers remarks: "We have found that we can cut down our service calls, after sets are sold, by at least 25 percent if we ask the owner when he phones to describe the symptoms and, if not too serious, suggest that he

try to make the adjustment before we send out a serviceman. This pares service expense for both us and the customer."

Although service has shown a little profit, the firm makes no effort to do more than break even in this department on the premise that good service is the cheapest form of advertising. No written agreement is given the customer; salesmen after completing a sale merely write the service agreement on the sales ticket. Fee for each service charge is set up according to the distance repairmen must travel in order to give service. Since the company has sold 500 sets in outlying Kansas and Missouri communities, some as far distant as 170 miles from the home base, the service truck covers a large area in making good on service guarantees.

#### One Promotion—200 Sales

Demonstrating the effectiveness with which this makes service work in building volume was a recent promotion that resulted in sales of 200 sets. Six honor graduates of a television service school were delegated to hit rural prospects within a 40 mile radius of Kansas City. Working in pairs, the service-salesmen used \$19.95 antenna kits to set up sets for tryouts in rural sections. Because these "salesmen" had technical knowledge, and were able to make fast, good installa-

tions, they impressed the farmers.

Salesmen paid their own expenses, received straight ten percent commission on sales, plus 50 percent of the installation fee.

A selling message which Harry Bursten, sales manager, and his zealous staff apply frequently in clinching an order is that, in contrast with the usual method of competitors, there is no waiting period before final installation of the set after delivery. Some dealers deliver a set, then dispatch a technician several days later to make final adjustments. At Television Market a serviceman rides with the delivery boy and polishes off the entire job at the time of delivery. This system has boosted the company's stock considerably with buyers.

Rogers is proud of the fact that his company has sold a large number of sets to professional, well-to-do citizens, who, he believes, recognize the importance of the specialty angle in installing sets and keeping them in smooth operation. Each newspaper layout prominently features the firm's three-pled platform: "Television Market Gives You . . . 1. The Best Television Service! 2. The Best TV Installation! 3. The most courteous television organization in the city!"

"The limited supply of merchandise has forced us to cut our monthly newspaper budget to \$3,000," revealed Rogers. "But if the supply picture

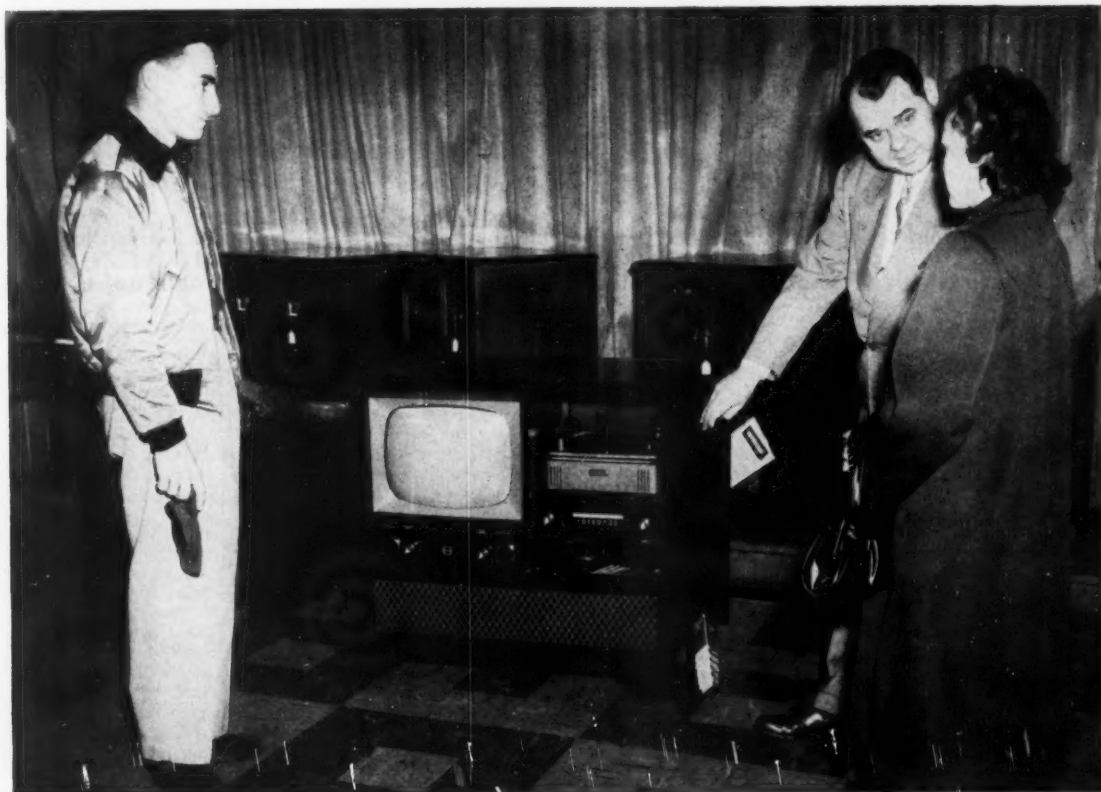
improves, we'll be back in there pitching again. The Kansas City market hasn't been scratched. There are only 100,000 sets in operation in an area of 300,000 homes. Furthermore, surveys reveal that 15,000 of these sets are 10-inch, or smaller, picture tubes."

Actually, the merchandise shortage problem holds little terror for Rogers, who says:

#### Conversions are Profitable

"We'll merely find other sources of revenue. Conversion of sets with small picture tubes into 16-inch models promises to add more profits to the service department. We charged only \$50 for the first experimental jobs of this type, but now we're getting \$75. We have done a creditable job of selling customers on the idea of having radios built into TV sets for \$35. Our service technicians can handle this comparatively simple task in easy fashion."

Rogers will be glad when he can go back to his particular brand of live-wire promotions. When the Kansas City Blues baseball doubleheaders were televised last summer, he ran "spots" on the radio broadcast of the first game advising radio set owners he would have a TV set installed in their homes before the second game started. "A carload of sales every time we used it," says the dealer. *End*



**SALESMEN** responsible for turning over the \$30,000 inventory of television as fast as possible receive a straight ten percent commission, use the company's service reputation as a sales clincher and are able to promise final installation at the time of delivery.



**PLANNER Dornbos**

**PLUMBER Moore**

**CARPENTER Gathercoal**

TO SYMBOLIZE the three services at the disposal of the customer (left), the three partners pose with the tools of their trades in a kitchen which they are remodeling.

# Triple Play for Kitchen Sales

One reason John Dornbos sells so many kitchens for Terminal Hardware in Wilmette, Ill., is that he first made a working arrangement with a plumber and a contractor that insures steady business and profits for all three

A YOUNG World War II veteran who has hit the jackpot in the kitchen business believes the secret of his success can be summed up in one word—installation. Working as a team with a plumber and general contractor, John Dornbos of Terminal Hardware, Wilmette, Ill., has installed some 200 Hotpoint kitchens in the last two years.

When Dornbos returned to civilian life from five years as a naval aviator, he went to work for his father, Harry A., who had owned and operated Terminal Hardware for 28 years, on the premise that he would specialize in selling appliances.

The store had carried appliances before the war, without giving any special attention to them. A good appliance volume in those days was around \$8,000 a year. Last year the appliance department accounted for about \$100,000, and Dornbos sees no limit for the business that can be done, pro-

vided he wants to take on more men.

When he started out for his father, John immediately discovered that he didn't like store clerking. He wanted to get out and sell, and he saw in kitchens the chance to make big ticket sales. His market was the rich Chicago "gold coast", where, as Dornbos puts it, "everybody can buy anything they want wholesale. However, when it came to kitchens, I soon learned there was one thing they couldn't buy—installation."

#### **Went After the Best**

Accordingly, Dornbos went after the best labor in town and got it. He worked out an agreement with a general contractor and a plumber who do all his work and share in the profits. Because he channels all work through them, Dornbos gets priority when he needs it, and the three "partners" in the business take pride in a job well done. All three are young men who

are anxious to grow with the business.

Dornbos went to Joseph Gathercoal of the Gathercoal Construction Co. who had already established himself as a leading firm in the remodeling business. Believing that the contractor would be the keystone in a successful kitchen business, Dornbos studied this angle carefully. He had worked with Gathercoal and knew his workmanship.

Originally, Dornbos had bought steel and wood cabinets from Gathercoal. He observed that as his appliance volume increased with more complete kitchen jobs, the necessary remodeling became a sizable business in itself. Specializing in kitchens, the dealer had his hands full selling, estimating and designing, without worrying about labor, materials and installation. He approached Gathercoal on this basis, offering a fixed percent of profits on the overall kitchen job. Both men saw in this arrangement a chance for

greater specialization. Gathercoal turned over all leads to Dornbos, then shared in the profits of the completed job.

Gathercoal is enthusiastic about this arrangement and points out that a successful business relationship must be based on "complete confidence on both sides." Besides making good profits on the kitchen work, Gathercoal has gained from other house remodeling work Dornbos has thrown his way.

The third link in the kitchen team was the plumber. Dornbos conferred with Robert W. Moore, a young North Shore plumber, about installing automatic dishwashers, disposals and other water bearing appliances, and making any necessary plumbing alterations.

At first Moore was reluctant to install appliances without making the full sales profit. One of Dornbos' major selling points, however, was that each kitchen job meant new customers

(Continued on page 94)



## HOW KITCHEN TEAM WORK PAYS OFF



**1 A CHANCE** for greater specialization was the key argument which Dornbos (right) used to persuade Contractor Gathercoal to cooperate in the kitchen business for a fixed percentage of the profits.



**2 SELLING THE PLUMBER** on the deal was a harder job. Moore wanted the full sales profit on the appliances sold, but Dornbos persuaded him to try it, now gives him \$12-15,000 worth of business a year.



**3 BECAUSE** Dornbos personally supervises each job and each job is right, nearly all of his prospects like the lady on the right, are friends or neighbors of satisfied customers.



**4 IN THE NEW PROSPECT'S** old kitchen, Dornbos explains how with appliances and cabinets he can modernize it as completely as her neighbor's.



**5 NOW A CUSTOMER,** the lady who visited at a friend's where Dornbos was working brings her husband to the store where final plans are approved.



**6 COMPLETION** of the job finds Dornbos, Gathercoal and Moore meeting at the former's office for the payoff. Partnership arrangement has paid off for all three, is limited only by amount of work Dornbos can handle personally.

WHICH PICTURE SHOWS THE RIGHT LIGHT FOR TV VIEWING? (Answers at bottom of the page)



## Sight for Sore Eyes

Check up on your knowledge of proper TV lighting



Less than five percent of the television sets in Chicago homes are lighted for proper viewing, according to Carl Zerson of the Chicago Lighting Institute. Dealers certainly get a backwash of talk about eye strain from this unhappy situation, and to aid them in giving good, quick answers, Myrtle Fahsbender, director of residential lighting, Westinghouse Electric Supply Co., has produced a booklet on how to view television.

Should a room be darkened to resemble a movie theater? A thousand times no, she says, because the television picture is normally about ten times brighter than a movie screen. It simply isn't necessary to turn out lights to see the TV picture

clearly. When people watch television in a dark room for a long time, the picture seems bright and glary. This effect is produced by the sharp contrast and will result in eye fatigue.

To improve the viewing pleasure, she says, a room should have good balanced lighting over the entire area, from side to side, from end to end. Enough floor or table lamps should be turned on to provide equal distribution. Move the lamps far enough from the wall so that bright spots will not reflect on the TV screen.

The accompanying pictures, taken at the Chicago Lighting Institute, demonstrate what the experts think is needed. For example, a light in

the rear of the television set throws enough light on the rear wall to eliminate hard focusing of the eyes on the picture. A fluorescent 15-watt, 18-in. tube costing about \$7.20 can be installed in any set. Cornice lighting, also shown in the pictures, gives soft balanced light for better televising. It costs about \$3 per foot. Indirect lighting on the two bookcases, which is from a tube 72 in. long, costs about \$35.22.

Although no hard and fast rule can be made for proper viewing, one should sit approximately ten times the diameter of the picture tube away. It is better to be further away from the screen than too close for long viewing periods. *End*

**A - NOT ENOUGH LIGHT** is the most common mistake, as illustrated by this scene in the Chicago Lighting Institute. The contrast between the bright screen and the dark room strains the eyes.

**B - TOO MUCH LIGHT** is the least common error that TV watchers make. Overlighting reduces the contrast on the picture tube and cause just as much eye strain as too little lighting.

**C - BAD LIGHT** is illustrated here. See the strong shadows thrown toward the screen by chair and table legs? They indicate strong, distracting light from behind the viewers, cause pin-point reflections on the tube.

**D - GOOD LIGHT** is balanced light. Backlighting from a fluorescent tube behind the set, balance lighting and indirect light from bookcase softens sharp contrast between screen and surroundings, yet do not dull picture.

# TV Service Takes the Field

The mobile television service shops operated by Appliance Distributors, Chicago, save time and money by bringing both equipment and know-how right to the customer

**C**HICAGO appears as a great pie to the service department of Appliance Distributors, 509 East Illinois St. Each morning fully half of the firm's 60 television service men fan out into pie-shaped sections of Chicago to take care of installations and service calls sent in by dealers in that area. Each truck is a miniature workshop, ready to handle minor difficulties. Each has a stock bin with an assortment of replacement parts.

Harry A. Erickson, service manager, Appliance Distributors, (Admiral) declares the arrangement gets the service men away from the parts counter and dispatcher's office earlier. One member of each crew picks up the service orders for the day, along with needed parts.

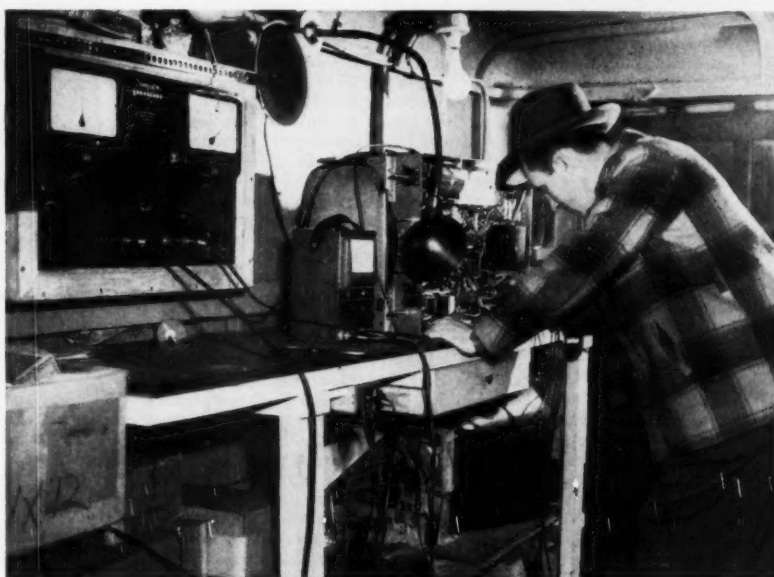


**ONE OF THREE** television field service trucks owned by Appliance Distributors meets the service crews for its sector of Chicago at a prearranged location early in

the day. Here the servicemen pick up sets which had to be repaired at the main shop, get their servicing orders and spare parts before fanning out to their jobs.



**CHASSIS REPAIRS** made in the field sometimes save as much as six days over the time that would be required if the set had to be taken to the main service shop.



**COMPLETE TESTING** equipment inside the truck makes it a mobile repair laboratory. A long power line connects to home where set is being repaired. Operation of the trucks gets servicemen at work earlier, cuts down on shop repairs.





**DISTRIBUTORS** like J. J. McCaffery Jr. of the J. J. McCaffery Co., supported the campaign with 12,835 lines of water heater advertising, spurred dealer cooperation.



**80 DEALERS** participated in the campaign. August Van der Heyden (right) of the South Side Electric Co., increased 1950 sales 100 percent over 1949, made more money despite smaller margins resulting from special deals.

# TEAMWORK SELLS 7,104

By TOM F. BLACKBURN

**I**T was in South Bend, Ind., (pop. 115,698) that Knute Rockne of Notre Dame realized that a college with five good football teams could wear down a school with only one.

Such goings on did not escape the bright blue eyes of O. P. B. Johnson, commercial manager of the Indiana & Michigan Electric Co., and he used these tactics in a recent water heater campaign that made history and won second prize in the George A. Hughes Awards recently announced by the Edison Electric Institute. On to the sales field scampered not only the utility's twelve salesmen but also five other groups consisting of—

About 80 dealers  
The town's independent distributors  
Some 30 plumbers  
Advertising director, the South Bend Tribune  
Direct mail outfits

When the campaign was over, it was discovered that more water heaters had been sold than ranges during the action. In an area where the average number of domestic meters is 73,629, there have been connected up 7,104 water heaters during the year, which means that nearly 9.6 percent of the area's families bought them. The area now has a 29.32 percent saturation on the device.

Nearly anyone will ask, "What made Opie Johnson so hot on water heaters? Why not something else?"

He didn't wet his finger and hold it out the window to discover which way the wind was blowing. His calculations were based on the fact that while water heater sales had been good since the war the market still was wide open for a real push.

With flame-heated water heaters selling from \$75 to \$87 and up, Johnson knew that he must have a good proposition to obtain mass action. By going to Hotpoint he obtained a black-top special for \$124.95; Westinghouse and Frigidaire likewise came through in a big way, and there were other bargains.

Another angle also gave the idea a boost in South Bend's growth: One third of the water heater sales went to new buildings. One distributor did five times as much water heater business in 1950 as in 1949.

## The Code Helped

Back in 1932 the South Bend electrical code was amended to require 60 ampere service in all new homes. Three wire systems are the rule there today and it is easy to hook up a water heater in a home that has none.

Also, a decade ago O. P. B. Johnson started inviting himself to all plumber meetings held in South Bend. For years he has been putting over the story of the utility, what it was trying to do, and where the plumber could fit in. In this drive to sell water heaters there was no plumber opposition. Plumbers got \$35 flat for an in-

Indiana & Michigan Electric Co. runs a campaign that:

1. Enlists the active support of 80 dealers, 30 plumbers, distributors, manufacturers, and a newspaper
2. Sells an average of 64.6 water heaters for each participating retailer, a total of nearly ten percent of the wired homes in South Bend, Ind.
3. Wins a George A. Hughes Award for the utility
4. Boosts South Bend water heater saturation to 29.3 percent, nearly 11 percent above the national average.

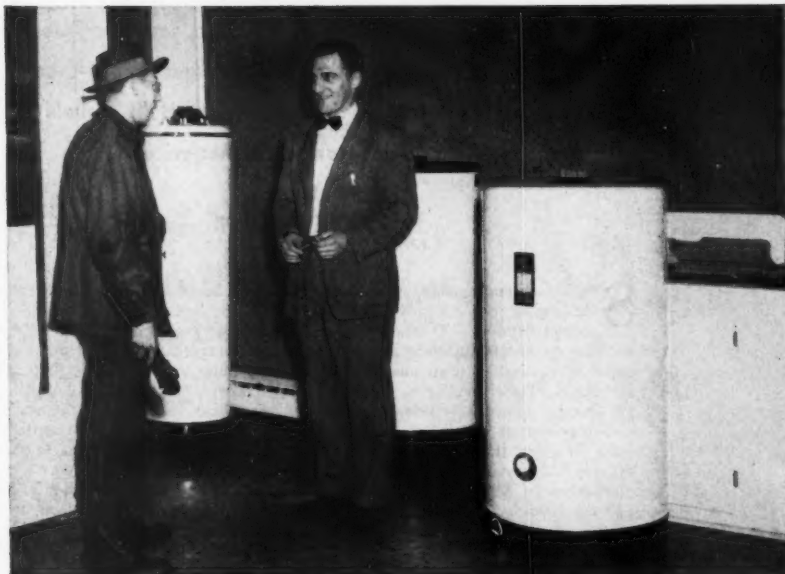
stallation, and could stock and sell water heaters on their own if they wanted to.

Next, after obtaining promises of cooperation from the manufacturers, Mr. Johnson called on South Bend distributors. Being local firms, they could jump into action without being tied down by absentee decisions, and did.

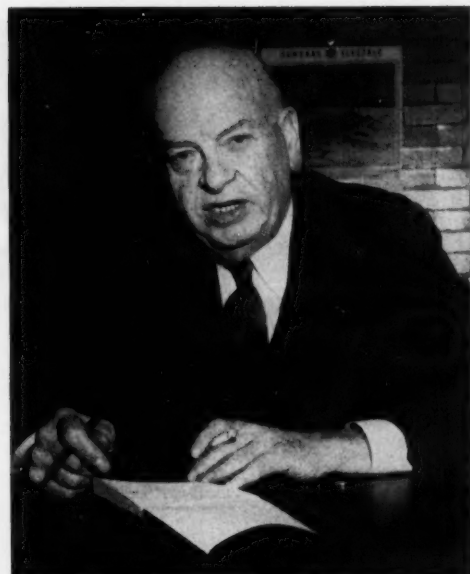
Dean Wilhelm, advertising director of the South Bend Tribune, was acquainted with the plan, agreed to help

the promotion. The town's only newspaper reports that Frigidaire used 4,197 lines on water heaters in 1950, Hotpoint, 4,695, Westinghouse, 3,943 lines. For Sunday ads General Electric used 1,290, Hotpoint, 438, and Westinghouse, 1,507. Total water heater lineage was 12,835. In fact, 1950 appliance advertising in South Bend amounted to 174,079 lines.

The 80 dealers in South Bend who met at a dinner affair were told the Johnson thinking and plan.



**30 PLUMBERS** like E. J. White (right) of White Plumbing, cooperated by handling all installations within 48 hours for a flat fee of \$35. The utility also gave its blessing to plumbers who wanted to stock and sell water heaters on their own.



**THE UTILITY**, as represented by O. P. B. Johnson, commercial manager of Indiana & Michigan Electric Co., inspired and directed South Bend's record water heater campaign.

# WATER HEATERS



**THE NEWSPAPER**, under the direction of Dean Wilhelm, advertising director, persuaded some manufacturers to exceed their normal advertising quotas for South Bend.

Advertising and direct mail started, and it is interesting to note that manufacturers spent more than their quota for the city backing the campaign.

Indiana & Michigan salesmen began making calls on homes. Local dealers used direct mail and advertising, but rang few doorbells. Tickets to Notre Dame games spurred on the performance of individual salesmen.

"If it had not been for the 60 ampere code back in 1932, and the acquaintance we made with plumbers,

it might have been tougher," said one South Bend authority. "As it was, no plumber balked at putting in a water heater that any one else sold and all gave 48-hour installations."

The South Side Electric Co. had a 100 percent increase in water heater sales. Roden, another dealer, jumped his business 300 percent.

Today O. P. B. Johnson reports that the average domestic customer uses 2,800 kw.-hr. per year, versus 1,800 for the national average. *End*

Get fresh, clean, automatic

## HOT WATER

... at the turn of a faucet  
any time of the day!



**52-gal. Electric**

### FRIGIDAIRE

### Water Heater

**\$124<sup>75</sup>**

Model 5-52-D 90-Gal. Model \$159.75

**Pay With Your Electric Bill**

**Only \$12.75 Down**

**\$6.60 Per Month**

- Automatic—no work, no worry
- Safe—no flame, no fuel
- Clean—no smoke, no soot
- Warranted for one year

**Barnitz Furniture Co.**  
810 South Michigan Street  
South Bend 5, Ind.

**Home Modernizing Co., Inc.**  
2400 Mishawaka Avenue  
South Bend 6, Ind.

**Wyman's Home Appliance Store**  
2 9 North Michigan Street  
South Bend, Ind.

**Lavy's Department Store**  
1204 Lindsay Avenue  
South Bend 10, Ind.

**Martin Furniture Co.**  
Elmhurst Way West  
Oreola, Indiana

**Indiana & Michigan Electric Co.**  
230 West Colfax Avenue  
South Bend 25, Ind.

**Radio & Furniture Mart, Inc.**  
151 South Michigan Street  
South Bend, Indiana

**W. Tharing Sales & Service**  
228 Front Street  
Burrham, Michigan

**Lydick Hardware**  
Lydick, Indiana

**CAMPAIGN ADVERTISING** totalled 12,835 lines, was highly successful. Manufacturers made it possible to offer low prices. Low down payment offer was made before Regulation W went into effect.



"SOLD TO THE LADY in the blue dress!" shouts auctioneer Richard Levy accepting a final bid for a used television set at R. H. Television Sales, Chicago. At this auction he got an average price of \$121.43 for 12½-inch sets.

## TV AUCTIONS

### Move Trade-Ins Fast



FOLDING PROOF that auctions dispose of used television sets both quickly and profitably is the pile of bills on the desk of Chicago dealer Alfred H. Lehmann. A crowd of 700 snapped up 94 sets in a short auction.

If, like R. H. Television Sales of Chicago, you have 94 or more used television sets that you can't get rid of—even at \$29.95—then call in the auctioneer. He'll probably sell them all in one day—and at higher prices.

By FRANK A. MUTH

**S**POT announcements and two newspaper ads recently drew a crowd of over 700 who bought used television sets, including long out-dated 7-inch models, at an auction held for R. H. Television Sales, retailers on Chicago's northwest side.

The sellout of the entire lot of 94 units in about three hours profitably disposed of trade-ins accepted at flat allowances of \$30 for 7-inch models, \$50 for 10-inch and \$75 for 12½-inch units.

"Auctioning is a simplified method of drawing crowds and attracting people who will not buy sets," says Richard Levy, owner of Michael Tauber & Co., and dean of Chicago auctioneers. "From one college there were six professors who bought sets at this auction. The professors could not afford to pay \$200 for a new set or if they could, they would not. But they could and would bid as much as \$100 in order to enjoy television."

Auctions also make it better for direct selling, Levy believes. "When people come to an auction they can't resist buying something. Maybe they just dropped by to see what was going on. But there is a certain psychology that captures people when they see merchandise up on the docket."

Michael Tauber & Co. has been specializing in auctions for 51 years. In 38 of those years Levy has sold millions in merchandise. "A dealer can profit a lot from an auction from what I have been able to see," Levy asserts.

#### How They Do It

"When dealers take trade-ins they tie up money and space," he says. "Not only must they sell the first unit, but also the second and sometimes the third. That makes a lot of work. But if the dealer has an auction, not only is the merchandise disposed of at a fair price, but it also attracts new customers."

Operating nationally, Michael Tauber & Co., has found that there is no particular appliance that sells better at an auction.

In the auction at R. H. Television Sales, 4201 West Irving Park Blvd., the sets that had been traded in for \$30, \$50, and \$75, realized an average of \$36.74 for (13) 7-inch sets, \$64.85 for (47) 10-inch sets, and \$121.43 for (34) 12½-inch sets.

Frequently auctions are held in the warehouse of the auctioneer, but to gain the best effect of the customers seeing other new merchandise and watching demonstrations of the used items, the ideal location is the retailer's store. Of course, good parking space is vital, but in many cases, the majority are walking customers from

the neighborhood. That's why the store is the best place.

All the arrangements are handled by the auctioneers and the dealer has almost nothing to do with the preparations. Levy does pre-sale advertising in circulars, signs, trade journals, newspapers and on the radio or television. His charges run about 10 percent plus labor and advertising.

Alfred H. Lehmann, owner of R. H. Television Sales, decided about two months before the auction to use trade-ins to offset the discounts being offered by many competitors. The flat price policy loses some trades, of course, but when they can't arrange a trade, they often persuade the customer to keep the old one as an extra set. He estimates that about 30 percent of sales have involved trades since the policy was adopted.

Lehmann says the auction was decided upon when newspaper and radio advertising failed to move the accumulation of old sets, even at very low prices. "We advertised 7-inch sets as low as \$29.95, without results," he declares, "and then some of the same sets brought as much as \$80 at the auction."

#### How Many People?

Levy believes that an auction should have at least 150 people to insure fair prices. All items are started at a given price to prevent ridiculous low bids. Before auctioning an item, Levy always states the retail value. Often there are, much to the surprise of others, dealers as well as consumers in the crowd. When a price goes above what another dealer could get, the users take over and bid up the price until someone buys the appliance.

Sales hours vary, but in years of experience Levy has found that a large variety of merchandise can best be sold by dividing the stock into two groups. The first includes items that a wife would or could buy without husband approval. The other is merchandise that must be sold with both present. That session is best in the evening. The wife-alone session can be either the morning or afternoon.

The simplest method of auctioning articles, Levy states, is to move from one article to the next. In other words it is not necessary to have a stage and parade the items across. "If you move around the store (with a portable microphone) you have a better way of displaying what is to be sold as well as the other items in the store. It is even a good idea to include some new merchandise in the auction. Several times it has brought a higher price than the full list.

"Of course," he adds, "the later the model the better the price." *End*



You first read this challenging statement in a Lewyt advertisement more than 2 years ago! Today, over 8,000 Lewyt Dealers are proving it's a fact!

**“Any dealer who sells refrigerators and washers in volume—can sell Lewyt cleaners in volume!”**



Backed by the heaviest advertising program in cleaner history, revolutionary merchandising ideas, and exclusive product features, Lewyt has changed the dealer's attitude toward vacuum cleaners! Lewyt has given dealers a new concept of the tremendous sales possibilities in vacuum cleaners when major appliance sales methods are used.

No wonder the Lewyt franchise has become one of the most profitable and sought after in the entire appliance field.

**DO IT with LEWYT**

**LEWYT CORPORATION, Vacuum Cleaner Division, Dept. M-6, 60 Broadway, Brooklyn 11, N. Y.**

# There IS a Difference in Refrigerators!

**ONLY COOLERATOR IS EVERY INCH REFRIGERATOR**



**NEVER  
BEFORE  
10½ CU. FT.  
REFRIGERATORS  
ONLY 28½  
INCHES WIDE**

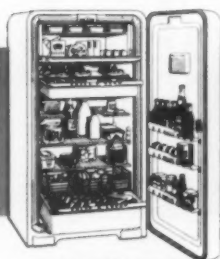
The Space-Thrifty Coolerators actually deliver what manufacturers have always promised and home makers have always wanted—more safe-cold capacity in less kitchen space. Coolerator's exclusive "Motor-on-the-Back" design makes possible big 10½ cu. ft. refrigerators only 28½" wide. Yes, and 8 cu. ft. models only 24½" wide. Never before has anyone offered a combination of capacity, compactness and convenience to equal the Space-Thrifty Coolerators.

They're a "natural" for the Replacement Market because these big 8 and 10 cu. ft. Coolerators will slip into the space of the old "6" without disturbing existing cabinets. They provide the full-width Freezer-Chests with temperatures low enough to keep ice cream frozen firm—store frozen foods safely—and freeze ice cubes quickly. They offer ample *moist cold* storage—and provide interiors that are a marvel of engineered roominess with every step-saving convenience that can be built into a fine refrigerator.

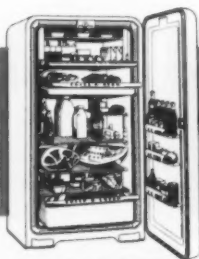
The Space-Thrifty Coolerators are equally well suited for the New Home market with the preponderance of construction in small homes where kitchen space is at a premium. See the nine great Coolerators at your Coolerator Distributor's today. He'll be glad to show you Coolerator's National Advertising Program and work with you on local tie-in campaigns for extra sales and profits.



**GROW FASTER WITH  
THE LINE THAT'S  
GROWING FASTEST**



**Model RD-1104**  
10½ Cu. Ft. Capacity



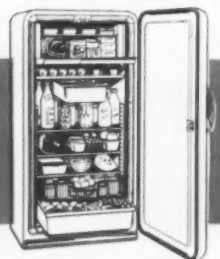
**Model RC-1103**  
10¼ Cu. Ft. Capacity



**Model RD-180**  
8.1 Cu. Ft. Capacity



**Model RC-181**  
8.1 Cu. Ft. Capacity



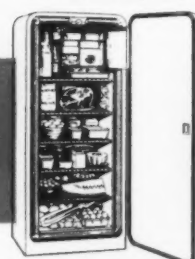
**Model RD-97**  
9½ Cu. Ft. Capacity



**Model RC-96**  
9¼ Cu. Ft. Capacity



**Model RD-70**  
7 Cu. Ft. Capacity



**Model RB-75**  
7½ Cu. Ft. Capacity

**ELECTRIC REFRIGERATORS • RANGES • FREEZERS**

# Coolerator

Freezer Chest is way below freezing to keep over 40 lbs. of frozen foods.

Built-in Butter Saver keeps butter fresh and easy to spread.

Tilt shelf and removable shelf triple tall bottle space.

Adjustable shelf assures amazing interior flexibility.

Sliding basket keeps small articles snugly packed—always visible.

Here's Moist Cold Storage for 24 quarts of fresh vegetables.

Space-Thrifty Door Racks give you more "front-row" storage.



Be sure to see the complete line of  
Coolerator Refrigerators Ranges and Freezers at  
11-107 Merchandise Mart during The June Market

**THE COOLERATOR COMPANY • Duluth 1, Minnesota**

Chicago Offices: 11-107 Merchandise Mart



# Home economist reveals *Thor* spinner washer flexibility!



**MARY K. DOUGHERTY**  
Director of Thor's Home Economics Department, tells of exhaustive tests that prove the flexibility of the 1951 Thor Spinner Washer.



Listen in on a recent demonstration she conducted for THOR'S President John R. Hurley and General Sales Manager M. R. "Bob" Wilson . . .

**MISS DOUGHERTY:** I want you to watch another time-saving way for Mrs. Housewife to use the Thor Spinner Washer. After the washing cycle is completed . . . I simply turn on the cold water and let it run until the rinse water is clear. I then turn the switch to "dry" . . . and the washing is done! This eliminates one spin cycle and also eliminates refilling the tub.

**BOB WILSON:** Quite a saving in time . . . that's what I'd call Thor's "Skip-a-spin"!

**JOHN HURLEY:** As I see it now . . . the Thor Spinner Washer actually offers the housewife four different ways to RINSE!

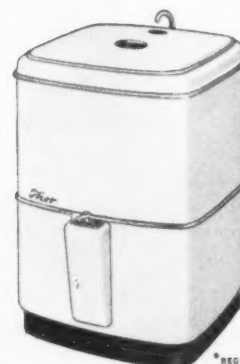
**MISS DOUGHERTY:** That's true. We give her a variety of different ways to rinse . . . in fact, if she uses a "No-Rinse" detergent . . . she may skip the rinse operation entirely.

**BOB WILSON:** What a sales clincher for Thor dealers! Matter of fact, this new flexibility angle is so important that I'm mailing out a *special bulletin*\*\* to all Thor Franchise Dealers—right now—giving complete details on this new time-saving way to use the THOR SPINNER WASHER!

**\*\*THOR FRANCHISE DEALERS: WATCH FOR IT!**

# Thor\* Spinner Washer

THOR CORPORATION • CHICAGO 50, ILLINOIS



\*REG. U. S. PAT. OFF.

# Check Your Inventory Management

Good inventory management will help you maintain the best ratio between stock and current assets, tell you if your turnover rate is OK and show you what items are most profitable. But you have to know how

**I**NVENTORY is probably the most important element in business operation, and yet, it is little understood and badly managed from a financial and operational standpoint by many electrical merchandisers. To get the proper know-how the dealer should appraise these three factors:

1. Inventory investment to current assets ratio.
2. Inventory investment turn.
3. Item turn.

## 1. FIGURE THE RATIO

The financial statement or balance sheet holds the answer to the first factor, the ratio of inventory to current assets, cash, receivables and inventory. This ratio is obtained by comparing the inventory figure to the total current assets: to wit:

Inventory investment	\$8,000—1
Current assets	\$24,000—3

This shows a ratio of 1 to 3, inventory investment to current assets, or 33 1/3 percent. This ratio is an index to, and a check upon, an over-investment of current funds in stock on hand. It enables the dealer to keep the elements on his financial statement in safe ratio to one another, to provide a fluid financial set-up that operates like a well-built machine, all parts properly synchronized.

But, a business may be financially able to bear a heavy investment in inventory, its balance sheet ratios may be in the safety zone, and yet the inventory may be badly managed. The smaller the stock of merchandise a business can operate on and still meet customer demand, the smaller will be its requirement for working capital, the smaller the storage space needed to house it, the lower the expense of insuring the goods, the less the loss on inventory, the lower the overhead expense, the higher the profit, the more money there will be available to invest in sales promotion, modernization and other forms of business expansion.

## 2. KNOW THE RATE OF TURN

Thus, the dealer needs to utilize the second factor to size his stock properly. In addition to knowing the ratio of inventory investment to current assets he should know his turn on inventory investment in order to measure his efficiency in purchasing, handling and moving his stock to customers. Most dealers know about turnover and compute it annually. But they do not figure it correctly. Some dealers take the cost of goods sold during an accounting period, usually a year, and divide it by the inventory. This does not give the right turn. If stocks are lower than average at the end of the period, the turn will be too high; if stocks are higher than average, the turn will be too low. Some dealers improve this computation by adding the inventory at the beginning of the year to the inventory at the end of the year, dividing by two, and call this the average stock on hand, then they divide this figure into the cost of goods sold for the accounting period. This is not precise enough either.

Here is the right way to figure the inventory investment turn. The figures are merely illustrative.

Inventory beginning of year at cost	\$6,000
On hand end of January at cost	4,000
On hand end of February at cost	2,500
On hand end of March at cost	5,500
On hand end of April at cost	6,000
On hand end of May at cost	7,000
On hand end of June at cost	5,000
On hand end of July at cost	5,500
On hand end of August at cost	4,500
On hand end of September at cost	5,000
On hand end of October at cost	5,800
On hand end of November at cost	4,200
On hand end of December at cost	4,000

Total.....13 listings..... \$65,000

Average inventory at cost	\$5,000
Purchased during the year	\$20,000
Average inventory investment turn	4

The foregoing table shows 13 totals, which divided into \$65,000, gives an average "carry" of \$5,000. When this "carry" is divided into yearly purchases, \$20,000, the figures show a turn of 4. The dealer should compare the average inventory and turnover from period to period to note the trend and any marked variance from the norm.

Unless stocks are very limited, one cannot take inventory monthly. But one can get an inventory figure monthly that is accurate enough to give a satisfactory approximation: to wit:

Inventory beginning of year at cost	\$6,000
Purchases during January	1,000
	\$7,000
Sales during month at cost	3,000
On hand end of January at cost	\$4,000

This formula presumes that you cost your sales, either with a code on each sales ticket or by some other method. If you do not cost your sales, you may deduct your average markup or margin from the selling price and enter the result as "Sales during the month at cost". Check the accuracy of this computation with a physical inventory taken quarterly, semi-annually or annually and adjust your records with the physical check. The valuation of the count is always the figure to enter in your books.

By watching the ratio of inventory to current assets from period to period, also the inventory investment turn, the dealer can arrive at a satisfactory ratio and rate for his business. This information will help him manage the movement and investment of inventory in the most profitable way. At different times of the year, depending largely upon business activity and other factors that have an influence on sales, the inventory may fluctuate out of ratio. Nevertheless, the only way the dealer can get understanding for future guidance is to keep close tabs on the factors that underlie the operation of this important asset.

## 3. ITEM TURN SHOWS PROFIT

So far two of these factors have been explored: But without consideration of the third factor the dealer could have a satisfactory investment in inventory and a satisfactory over-all turn and yet not make a maximum profit on sales. He should

consider the item turn to gauge the profitability of his operations. A stock control system provides the best medium to check the profitableness of item turn. Profitable items beget profitable business. Stock control polices the inventory and weeds out the shelf-warmers and unprofitable lines. The dollar spread or margin earned on each item sold during a period is the best yardstick of profit-productiveness.

Few dealers keep adequate stock control records, and herein lies the reason why one dealer with a higher-than-average stock-turn may make less than another dealer with a lower-than-average turn. Price level, margin, mark-up, mark-downs and sales volume touch the profitability of item turn. The dealer may get a turn of 4 on three different items and yet the dollar spread may differ on each item, the most profitable item may show twice as much dollar margin as the least profitable. The following tables will simplify understanding of this problem. The figures are illustrative.

EXHIBIT A

Item	Purchase price	Sale price	Percent margin on sales	Avg. stock	Sales units	Avg. turn	Dollar spread
#1	90¢	\$1.50	40	100	400	4	\$240
#2	\$1.20	2.00	40	100	400	4	320

Same turn, same margin percentage, same unit sales volume, yet Item #2 shows 33 1/3 percent more dollar spread on total sales because price level is higher, indicating that, all things equal, it pays to push quality items at better prices, that turn by itself is not the only yardstick of profitable operation. The dealer who yardsticks his operating efficiency or the effectiveness of his inventory management methods solely on the basis of the inventory investment turn is taking a gamble on profits.

EXHIBIT B

Item	Purchase price	Sale price	Percent margin on sales	Avg. stock	Sales units	Avg. turn	Dollar spread
#3	\$1.00	\$1.30	30	100	400	4	\$120
#4	1.00	1.40	40	100	400	4	160

Same turn, same volume, but 33 1/3 percent more dollar spread on Item #4 because margin is higher.

EXHIBIT C

Item	Purchase price	Sale price	Percent margin on sales	Avg. stock	Sales units	Avg. turn	Dollar spread
#5	\$1.00	\$1.40	40	100	300	3	\$120
#6	1.00	1.40	40	50	300	6	120

Item #6 has twice the turn of Item #5, the dollar spread or margin earned on each item is the same, so are the price level, margin and sales volume in units. This shows that the turn is not the sole arbiter of profitableness. Other factors touching the turn should be considered and these factors are not revealed when the inventory investment turn for the business as a whole is the only yardstick. One needs to know the turn on each item sold to get precision perspective on inventory management.

EXHIBIT D

Item	Purchase price	Sale price	Percent margin on sales	Avg. stock	Sales units	Avg. turn	Dollar spread
#7	\$1.00	\$1.40	40	60	300	5	\$120
#8	1.00	1.40	40	100	500	5	200

Same selling price, same margin, same turn but bigger sales volume on Item #8 increasing dollar

(Continued on page 160)

# Hotpoint

with its All New—All Star—All Feature  
**Hotpoint Super De Luxe Automatic Electric RD-12 Range**  
with Pushbutton Controls and 14 All-Star Plus Features—  
**Count Them!**

NEW  
DIRECT MAIL  
CAMPAIGN

NEW  
SALES  
CLINCHERS

NEW  
DISPLAY  
IDEAS

ALL NEW—ALL STAR—ALL FEATURE  
**Hotpoint**  
NEW SUPER DE LUXE ELECTRIC  
*Range*

NEW  
AD  
MATS

NEW  
BANNERS

- ★ High De Luxe Control Panel.
- ★ Bright Metal Control Panel Trim.
- ★ Illuminated Pushbutton Controls.
- ★ Twin-Lite Cooking Top Illumination.
- ★ Telechron Oven Timing Clock.
- ★ 12/60 Dual Electric Time Measure.
- ★ Twin Appliance Receptacles . . . 1 Timed.
- ★ Oven Indicator Light.
- ★ Raisable Calrod Thrift Cooker.
- ★ One Instant-Heat and Two Hi-Speed Calrod Units.
- ★ Concealed Oven Heating Unit.
- ★ Automatic Oven Light.
- ★ Aluminum Roasting Pan . . . Chrome Smokeless Broiler Pan.
- ★ Three Extra Roomy, One Piece, Welded Roller Storage Drawers.

**HOTPOINT DOES IT AGAIN!** When all the industry is wondering "How, What and When" about production, Hotpoint is going full steam ahead with the Star of Stars of all Electric Ranges. It's completely new. All the 22 fine basic features inherent in all Hotpoint ranges are combined with 14 All-Star Plus Features to produce the new star of the industry—the Hotpoint Super De Luxe Model RD 12 Range with Pushbutton Controls.

And best of all—it's priced at an amazingly competitive figure.

## THIS IS THE RANGE FOR TOP SALES!

Backed by a great new Promotion Package, sales of the new Hotpoint All-Star Super De Luxe Range are destined to soar to new heights. Here, again, Hotpoint demonstrates its Full-Line Leadership. Better see your Hotpoint distributor at once and join the thousands of Hotpoint dealers who will make hay while the new Star is shining.

IT'S  
**GOOD BUSINESS**  
TO...

*Switch to*

REFRIGERATORS • CABINETS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS



# scores again!



**FOR FULL-LINE  
LEADERSHIP!**

**HOTPOINT Inc.** (A General Electric Affiliate)

**DISHWASHERS • CLOTHES DRYERS • ROTARY IRONERS • RANGES**

5600 West Taylor Street, Chicago 44, Illinois

## SELLING ADVANTAGE FOR NEW RANGES



You already know how the easy-to-demonstrate features of TK Monotube surface cooking units help to close new range sales. "Swivel action" for easy cleaning . . . concealed protected wiring . . . 32.8



more contact with utensil for fast, economical cooking . . . uniform heat . . . no "hot spots" or "cold spots". These are the reasons why most range manufacturers equip their new models with Monotubes. These are the advantages that help you sell more ranges.

And—these are the advantages that can also help you build a big, profitable range modernization business. A wise precaution in view of the uncertain days ahead!

TK Monotube replacement business is good business! Here's why: (1) it's easy to get, (2) it's easy to handle, (3) it opens the door to other sales, (4) it requires but minimum investment and inventory, and (5) it builds good will.

Think of it! Millions of electric ranges are in use today—many of them manufactured before the war. That means that literally thousands of surface cook-

ing units wear out every day. When the housewife can't find a new range—or can't afford a new one, she's just as anxious to buy new units as you are to sell them.

And—she'll not forget the service you render. You'll sell her other items later on.

There is a huge potential in this easy-to-handle repair business. Installation of TK units is fast and simple. And—with the TK line—all you need to be in business is just 4 basic units and 9 pans.

TK units turn over fast—you get a host of sales aids to help you. Write for the brand-new Replacement Unit Manual No. 5 and see what we mean. It gives complete information on how to get your share of profitable modernization business.



**TK Monotubes**

**TUTTLE & KIFT, INC.**

1823 N. MONITOR AVE., CHICAGO 39, ILLINOIS  
A SUBSIDIARY OF FERRO ENAMEL CORPORATION



MONOTUBE SURFACE UNITS • OVEN UNITS • TK INFINITE CONTROL • SWITCHES & SELECTORS • WATER HEATER UNITS • PLATINUM UNITS • INDUSTRIAL UNITS

## Do Home Demos Help Sell TV?—YES

CONTINUED FROM PAGE 57

opportunity to talk about other appliances and perhaps arrange for demonstration of additional equipment. Therefore, the salesmen favor the plan highly, as it gives them a chance for further sales and further commissions.

"Sometimes, during the course of a home demonstration, the salesman may obtain permission from the prospect to invite several of her neighbors in. He will see that Coca-Cola or other refreshments are on hand and a good atmosphere provided to impress other possible television prospects."

**With such heavy emphasis placed on television, doesn't it require specially trained salesmen and service men to operate the program?**

"You bet it does," answers P. J. Shanahan, head of the television sales department. "All of our salesmen are required to attend the sales meeting held once each week. At this meeting, one-half hour to one hour is devoted to television alone. We not only study and discuss new models and sets, but the salesmen are posted on trends, stock and plans for selling; problems are ironed out, and stumbling blocks to selling analyzed."

"Every salesman knows the television home demonstration plan and how to get the most effective results from it. He knows, for example, that 90 percent of the buyers under this plan are women, and because a television set also is a piece of furniture, it can be sold for style, appearance and harmony as well as for entertainment."

**Is the free home demonstration offered to anybody who wants it, or does the company restrict it to a selected list of prospects, such as old customers or salesmen's contacts?**

"We advertise it in the newspapers," says Moore. "The ads are usually an open invitation to the buying public to come in and ask for the demonstration. All we want to know is that the prospect is a responsible person who is genuinely interested in the possibility of buying a set. Incidentally, our advertising is pretty heavy, the budget for it running from three to five percent of our gross sales for all media, and television is allotted a heavy share of the advertising. The greatest number of our prospects are obtained from such advertising, although old customers, mailing lists and salesmen's cold contacts account for many of them."

### Gamble Pays Off

Well, doesn't the free installation of television sets in the homes of prospects add up to considerable expense? Isn't the installation of such sets, without the guarantee of a sale, a gamble?

"To some extent, yes," replies Mr. McNeil, "but it is a gamble which is (Continued on page 84)

# RAISE CASH QUICK!

**NEW!** Fast-moving model  
specially suited for  
this promotion!



MODEL  
510

Are you happy with your current sales? You can shoot them 'way up with this pre-tested and cash-proved *Laundry Queen* promotion. And you do NOT have to give away your profits to do so! It's the old "one-two" punch, which others cannot equal: (1) *Laundry Queen* is the ONE washer utterly DIFFERENT from all others, (2) every detail of this Special Promotion has been tested and is now being used in stores like yours. Yes, we can PROVE that this deal works! See us at the Summer Furniture and Appliance Show, Space 503, American Furniture Mart, Chicago, June 18-29 . . . or call your distributor—or contact the factory direct—IMMEDIATELY.

★ GUARANTEED BY  
Good Housekeeping  
NOT AS ADVERTISED THEREIN



↑ Hosiery Dryer

Use this Sales-Speeding Promotion by

## Laundry Queen

the finest washer  
money can buy

sure-fire "gimmicks" bring 'em in!

### 1—FREE GIFT

—an item women are buying,  
paying real money for! Truly  
wow's them.

### 2—"DIG FOR DOLLARS"

—beats Bingo all hollow as a  
"come on" but you handle the  
cards!

### 3—TURKISH TOWEL TEST

—spectacular! And a powerful  
sales-closer. Really sells LAUN-  
DRY QUEENS!

### 4—SPECIAL PROMOTION MODEL LAUNDRY QUEEN

—newest model in the line.  
Built and priced realistically!

**'Phone your distributor NOW...or mail  
coupon TODAY...see us at the Furniture  
Mart, Chicago, June 18-29, Space 503**

**AUTOMATIC WASHER COMPANY  
NEWTON • IOWA**

Automatic Washer Company  
Newton, Iowa

RUSH full facts about your 4-point "Dig for Dollars"  
Laundry Queen promotion AT ONCE.

FIRM NAME \_\_\_\_\_  
CHECK WHICH: ☐ DISTRIBUTOR ☐ DEALER  
INDIVIDUAL'S NAME \_\_\_\_\_  
STREET ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



# Only LIFE measures up



**To attract the appliance market in your town, tie in with these**

## MAJOR APPLIANCES

- June 4** Firestone Appliances—spread, color  
 Borg-Warner Institutional—page, color  
 Crosley Refrigerator—page, color  
 Kelvinator Range—page, color  
 Philco Refrigerator—page, color  
 Singer Sewing Machine—page, color  
 Thor Spinner Washer—page, color  
 Lewyt Vacuum Cleaner—1/2 page, color  
 Singer Vacuum Cleaner—1/2 page, color  
 Maytag Washer—1/2 page  
**June 11** G-E Refrigerator—page, color  
 Norge Refrigerator—page, color  
 G-E Dishwasher—page

- Fedders Air Conditioner—1/4 page  
 General Cooking & Refrigeration—42 lines  
**June 18** Hotpoint All Electric Kitchen—spread, color  
 IBM Electronic Calculator—page, color  
 International Harvester Refrigerator—page, c.  
**June 25** G-E Refrigerator—page, color  
 Westinghouse Refrigerator—page, color  
 Fedders Air Conditioner—1/4 page

## SMALLER APPLIANCES AND HOUSEWARES

- June 4** Schick Electric Shaver—page, color  
 Sunbeam Shavemaster—page, color  
 Acme Paints—1/2 page, color

- Proctor Toaster—1/2 page, color  
 Texolite Paint—1/2 page, color  
 G-E Sandwich Grill-Waffle Iron—1/2 page  
 G-E Toaster—1/2 page  
 Dormeyer Mixer—1/4 page  
 Larvex—1/4 page  
 Dazey Coffee Dispensit—56 lines  
 Smoothedge Carpet Grippers—14 lines  
**June 11** Glidden Paint—page, color  
 Sherwin Williams Paint—page, color  
 Camfield Toaster and Coffeemaker—1/2 page  
 Clorox—1/4 page  
 Acme Paint—28 lines  
 Kisco Window Fans—28 lines

# to the vast appliance market



## LIFE-advertised products.

- June 18** Westinghouse Mixer—page, color  
 Good-Aire and Aer-O-Sol Household Deodorant—page  
 Minneapolis Honeywell Automatic Regulators—page  
 Sutherland Serviset—1/2 page, color  
 Universal Appliances—1/4 page  
 Dazey Knife and Scissor Sharpener—56 lines
- June 25** Dixie Cups—page  
 Simoniz—1/2 page  
 Universal Iron—1/4 page  
 Kisco Circular—28 lines

### HOME FURNISHINGS

- June 4** Playtex Pillows—page

**Never before** in America or in any country in the world has there been so vast an appliance market.

In the five years since the war, home-hungry Americans have built and bought four and one half million houses.

And every one of these homes is a market for all kinds of appliances—from toasters to freezers. This is partial indication of the vastness of today's appliance market . . . a market that includes every city, town, and hamlet in the country.

Only LIFE measures up to this vast appliance market. Because only LIFE is read each week by 23,950,000 Americans—an audience that grows, in the course of 13 issues, to 62,600,000, *more than half the people in the nation.*

The multi-millions in LIFE's audience buy:

- **54% of all refrigerators**
- **61% of all washing machines**
- **62% of all radios**
- **63% of all vacuum cleaners**
- **71% of all phonograph records**

Why does LIFE alone reach well over half the people who buy appliances in this country? Because LIFE—and only LIFE—brings to millions of Americans graphic picture-and-word reporting of all events, big and small.

Appliance manufacturers, knowing this, invest more dollars-for-selling in LIFE than in any other magazine.

In short, LIFE is the surest thing in appliance advertising.

- Borg Scales—1/2 page  
 Welsh Juvenile Furniture—1/4 page  
**June 11** Koroseal Upholstery—page, color  
 Simmons Hide-A-Bed—page, color  
**June 18** Cannon Towels—page, color  
 Koolfoam Pillows—1/2 page, color  
**June 25** Airfoam Cushioning—page, color  
 Ostermoor Mattress—112 lines

### RADIOS, TELEVISION, RECORDS & INSTRUMENTS

- June 4** G-E Radios—page, color  
 RCA Victor "45"—1/2 page  
**June 11** RCA Victor Radio and TV—page  
**June 18** G-E TV—page, color  
 RCA Victor Radio and TV—page  
**June 25** Motorola Portable Radio—page, color

### JEWELRY, CLOCKS, WATCHES AND SILVERWARE

- June 4** Parker Flaminair—spread, color  
 Hickok Men's Jewelry—page, color  
 Swank Men's Jewelry—page, color  
 Telechron Clocks—page, color  
 Westclox Clocks—page, color  
 Ronson Lighters—1/2 page, color  
 Keepsake Diamond Rings—1/2 page  
 Movado Watches—1/4 page  
**June 11** De Beers Diamonds—page, color  
 1847 Rogers Bros. Silverplate—page, color  
 Flex-Let Watch Bands—1/2 page, color  
 Holmes & Edwards Silverplate—1/2 page  
 Krementz Jewelry—1/4 page

- June 18** Zippo Lighters—1/2 page  
 1881 (R) Rogers (R) Silverplate—1/4 page  
 King Edward Silverplate—1/4 page

### STATIONERY REQUISITES

- June 4** B.B. Pens—1/4 page  
**June 11** Cine Kodak—page, color  
 Eversharp Writing Instruments—page, color  
 Gibson Greeting Cards—page, color  
 Wearever Pens—page  
 Beacon Cameras—1/4 page  
 Burroughs Adding Machine—1/4 page  
 Justrite Flashlight—42 lines  
**June 18** Eastman Kodak—page, color  
 Ansco Film—1/2 page

### SPORTING EQUIPMENT AND LEATHER GOODS

- June 4** Wilson Golf Balls—page, color  
 Rump "Match Mates"—1/2 page  
 Tourister Luggage—1/2 page  
 Klepper Folding Boats—28 lines  
**June 11** Koroseal Play Pond—page, color  
**June 18** Samsonite Luggage—page, color  
 Klepper Folding Boats—28 lines  
**June 25** Wilson Golf Balls—1/2 page, color

### MISCELLANEOUS

- June 4** Sunbeam Rain King Sprinkler—1/4 page  
**June 11** Sunbeam Hedge Trimmer—1/4 page  
**June 18** Clinton Machines—page, color  
 Doughboy Vinylite Play Products—page, color  
 Reo Motors—Institutional—page, color  
**June 25** Doepke Model Toys—1/4 page

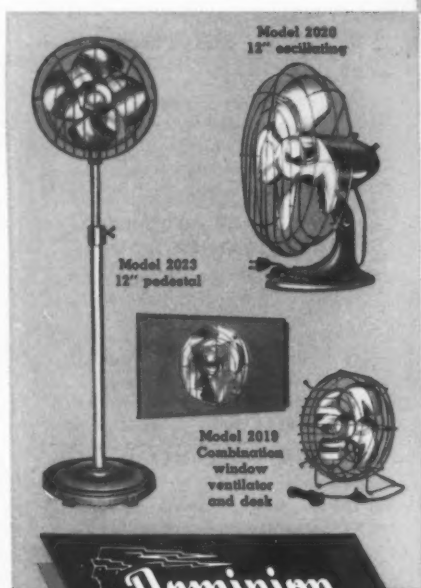


9 Rockefeller Plaza, New York 20, N. Y.

**First in circulation**  
**First in readership**  
**First in advertising revenue**  
**First with appliance dealers**



# **SELL** **DOMINION FANS** **SELL** **REAL HOT WEATHER** **COMFORT**



What better way to combat climbing thermometers, wilted collars and general hot weather inefficiency? Quiet, smooth-running, relief-delivering Dominion fans! Make plans now to display and advertise locally. Be prepared this season to supply what is certain to be an unusually heavy demand.

Dominion Fans are carefully designed for long, uninterrupted service. The all-purpose fan above features a specially built Dominion 4-pole, induction type motor — has oil-less bearings, is non-radio and TV interfering, delivers 650 cubic feet of cool air per minute.

Improvement in quality, performance and appearance has been characteristic of Dominion progress in its 30-year history. More than 25,000,000 appliances during that period have made their individual contributions to an enviable record.

Available through reputable distributors across the nation.

See the DOMINION line at  
 Booths 469-471-473  
 Housewares Show—  
 Atlantic City  
 July 9-13, 1951



**DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO**

## **Do Home Demonstrations Help Sell TV?**

**—YES**

CONTINUED FROM PAGE 80

almost a sure thing. Installation of a set in the prospect's home costs us an average of \$2.50 per installation, including transportation, work, delivery and all other costs. Naturally, this doesn't mean the installation of a 50 foot outside antenna, but rather, the reception facilities normally required here in the Birmingham area. Our records show that better than 90 percent of the sets so installed and demonstrated are sold. We believe that makes the gamble of \$2.50 a pretty good investment."

**In summing up, then, what are the major arguments Delaney finds in favor of home demonstration for television?**

"First of all, just as home demonstrations do in the case of other appliances, we find that it sells many more sets," replies McNeil. "Then, it gives the salesman a chance to get into the home, talk to the prospect and sell other appliances. Most of our television buyers eventually become customers for refrigerators, ranges, washing machines and other items, through the constant contact we maintain with them after their first purchase. And the fact musn't be overlooked that home demonstration of television sets familiarizes the buyer with the set before he buys it, and since he understands it better, service calls are less frequent. It all adds up to satisfaction for the customer, more sales for the dealer and more commissions for the salesman. In a word, it has proved to be good business."

Delaney's, Inc., of Birmingham, is the largest of six appliance stores operated in the state of Alabama by E. E. Delaney, of Mobile. The Birmingham store, established about three years ago, handles major appliance lines such as Kelvinator, Crosley and Youngstown kitchen cabinets. Five lines of television and radio sets, RCA, Zenith, Motorola, Crosley and Philco, are carried by the firm. *End*



"IT SERVES FOUR PEOPLE AT ONE SITTING."



## Why Leading Dealers make

# DuMont

their Leader Line



**First in development** — When Dr. DuMont started his research in 1931, the cathode ray tube was a laboratory curiosity, so expensive that only a few had even been made. It was his development of this tube that made electronic television commercially practical.



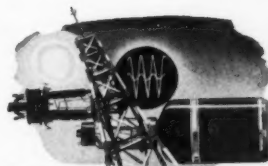
**First with home receivers** — Dr. DuMont built the first commercial home receivers in 1939, and many of these early DuMont sets are still giving good service. After the war, in 1946, DuMont was first on the market with a line of fine receivers; first with the 20-inch tube; first with the 30-inch tube — the world's largest television tube.



**First in telecasting** — DuMont operates the first television network. Its key station, WABD, New York, was the first fully equipped, high-powered station on the air; was first with daytime programming; and has led the way with many other major television "firsts."



**First in precision electronics** — DuMont is the world's foremost maker of scientific precision instruments utilizing the electronic cathode ray tube.



**First in station equipment** — DuMont is a leading maker of high-fidelity, precision broadcasting equipment, and has planned, designed, and built many of the country's leading television stations.



**First in radar** — In 1933, Dr. DuMont filed a patent application which the army asked him to withdraw for security reasons. This idea, developed in secrecy, became radar.

In every field of selling, successful retailers always "hitch their wagon to a star" . . . a leader line . . . a line with widespread public acceptance that creates store traffic; that results in increased over-all sales.

As an outstanding example — television dealers carrying DuMont invariably make it their leader line. They appreciate the prestige of the DuMont name . . . the quality and performance superiority of the DuMont product . . . the value of DuMont traditional leadership in all phases of television.

Furthermore, they appreciate what these advantages mean to them both in present and future sales to an ever-growing list of satisfied customers . . . the chief essential in any continuing retail success.

It is no wonder, then, that America's farsighted and successful television dealers welcome the opportunity to build their television activities around DuMont . . . to make DuMont their leader line.

### TELEVISION'S MOST COVETED FRANCHISE

**20<sup>th</sup>**  
**DU MONT**

*first with the finest in Television*

# How SESSIONS SWITCH TIMERS can help your sales of Clock Radios



**SESSIONS**  
Switch Timer,  
as used in  
**PHILHARMONIC**  
Clock Radios

1. Lower retail prices
2. Greater eye appeal

Manufacturers with a keen eye for extra value in radio switch timers, as well as new product beauty that helps sales, have found a welcome answer in Sessions Radio and TV Switch Timers.

Dependable Sessions movements feature compact, self-starting motors which operate at low, sub-synchronous speed. The result is lower cost, quieter operation, and longer, more accurate service. Dis-

tinctive custom styling of dial and hands enhances appearance of your product. All movements tested and guaranteed for one year.

More and more radio manufacturers are recognizing the multiple benefits of Sessions Switch Timers. Look for them on the new lines of clock radios... and sell the Sessions features. The Sessions Clock Company, Timer Division, Dept. 11, Forestville, Connecticut.



## SOUNDING OFF

Quotable excerpts from recent speeches

**ROBERT C. SPRAGUE**, chairman of the board of directors of the Radio-Television Mfrs. Assn., at the annual banquet of the Armed Forces Communications Assn.



"An explanation of the high production of sets during the first quarter is not hard to find. With the outbreak of the Korean war, manufacturers began preparing themselves for widely-predicted shortages to come. They knew that military contracts would not be immediately forthcoming to fill the gaps caused by these shortages. They bought all the components they could find and afford, and even with the high production of last fall and winter were able to put some of these components into inventory. Parts and tube manufacturers also increased their production in response to heavy orders from set producers, and in anticipation of material shortages. These actions were perfectly natural and to be expected of alert business men. In addition, both set and parts manufacturers speeded up their efforts to reduce the use of critical material. They found that through redesign of equipment and components they could conserve hard-to-get materials and substitute less critical materials without in any way impairing efficiency or performance. The post-Christmas season is normally a slack one. This year, however, the circumstances cited above induced everyone to produce beyond the immediate market needs in anticipation of increasing shortages. Meanwhile, production costs have risen, credit restrictions have been tightened, and the 10 percent excise tax on TV sets was beginning to be felt. Consequently the accumulation of heavy inventories by many dealers and distributors and some manufacturers has not been surprising. In our industry the feast-or-famine pattern seems to be traditional. There is seldom a period that might be called normal—that is, when supply and demand are in perfect balance."

**H. B. PRICE, Jr.**, president of Price's, Inc., Norfolk, Va., and vice-president of NARDA, in a speech to the Electrical Appliance Dealers of Wilmington, Del.



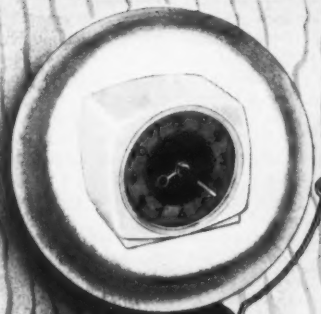
"Something strange has happened to a lot of us dealers in the past few months. We aren't too big for our britches anymore. We learned that, even though an economic surge carried us into a comfortable volume and profit position last year, we're not infallible. Viewed from one angle, a terrible thing has happened to us. We've been forced to take a few beatings. . . . But viewed from another standpoint, we're like travelers who, going through the wilderness at night, experienced a sudden flash of lightning which revealed a precipitous drop just ahead of us. We've been forced to learn the importance of carefully charting our course because we're not infallible; we can still succumb to pitfalls when we wander off the prescribed paths of good business. Business reversals come, always, as stunning shocks. They leave us numb, bewildered. We hasten to blame the manufacturer and the distributor who sold us the merchandise. We criticize the competitor who, strained financially, dumps his goods on the market and forces ours to depreciate in value. We don't like our banker's attitude. We speak out against the government which, by a series of regulations and legislation, has made it harder for us to regain and hold our footing. I'm not saying that these other agencies are inno-

(Continued on page 88)



FOR A SIX-ALARM SURE-FIRE  
PROFIT IN CLOCKS...

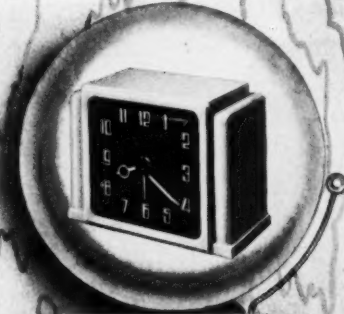
# SESSIONS<sup>TRU-BEL</sup> ALARMS



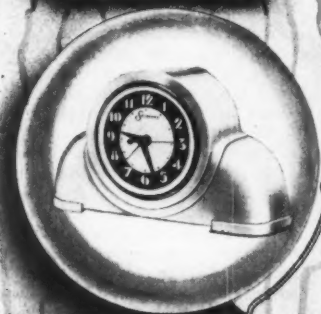
A-AL—"Kitty-Belle", Ivory Colored Plastic Case 4" x 3 1/4", popular price, **\$4.50\***



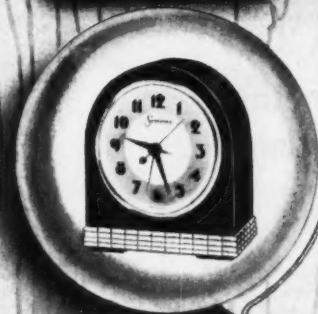
A-AL—"Ollie" The Owl, Ivory Colored Plastic Case 6" x 4 1/2", **\$5.95\***



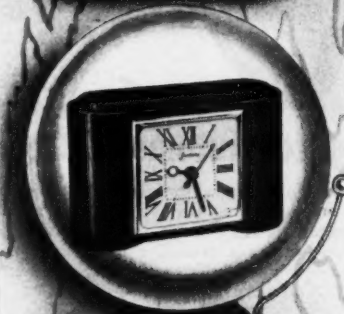
A-AL—"Pussy-Footer", Ivory Colored Plastic Case 4 1/2" x 3 1/4", **\$4.95\***



A-AL—"Catnapper", Ivory Colored Plastic Case 7 1/2" x 4 1/2", **\$4.95\***



A-AL—Round Table Model, Mahogany Colored Wood 4 1/2" x 4 1/2", **\$7.95\***



A—Thin Table Model, Mahogany Finish Case 6 1/2" x 4 1/4", **\$8.95\***

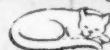
A—Alarm only

AL—Available with alarm and luminous dial at slight extra cost.

**ALL SIX** of these popular Sessions alarm clocks are literally "bell-ringers" for profits. All have the pleasant Tru-Bel alarm, all have the famous ultra-quiet Sessions movement. Combine these important virtues with handsome styling, popular prices, and the well-known Sessions name, and you've got clocks hard to beat for sales appeal! Stock these and other models from the complete Sessions line for a healthy turnover, and fast profits.

\*Slightly Higher in Far West. Subject to Federal Excise Tax. Protected by Fair Trade Act.

"NOT EVEN A PURR-R!"



## Sessions

**SELF-STARTING  
ELECTRIC CLOCKS**

THE SESSIONS CLOCK COMPANY, FORESTVILLE, CONN.  
In Chicago: The Merchandise Mart Plaza; In San Francisco:  
Western Merchandise Mart; In Canada: Northern Electric Co.,  
Ltd., Montreal, P. Q.



There's no freeze on profits with

**Paragon**  
**de-frost-it**  
"DEFROSTS... WHILE YOU SLEEP"

**AUTOMATIC  
DEFROSTING**



## Cash in on the Swing to Automatic Defrosting!

The big news in refrigerators in 1951 is Automatic Defrosting! As more and more refrigerator manufacturers play up this wanted feature — more and more housewives are sold on its advantages — and this creates a tremendous market for you... no matter what make of refrigerator you sell! For now you can offer simple, clean, worry-free automatic defrosting for any refrigerator, new or old, with Paragon's performance-proved "de-frost-it"!

An Untapped Market of  
29,000,000 Refrigerator  
Owners Is Waiting for

**Paragon**  
**de-frost-it**  
"DEFROSTS... WHILE YOU SLEEP"



"My Paragon de-frost-it has done away with all the mess, fuss and bother of hand defrosting. It saves me hours of time and labor, keeps food longer, and besides, it cuts down on the cost of electricity and upkeep. Yes, I'm sold on the Paragon de-frost-it!"

at **\$995**

Complete —  
nothing else  
to buy.

- de-frost-it is the only complete unit... hung anywhere... no installation... no extra cord to buy.
- de-frost-it is completely performance proved... hundreds of thousands of satisfied users.
- de-frost-it is made and backed by the world's largest exclusive manufacturer of time controls.
- de-frost-it is backed by aggressive national advertising... reaching over 7,000,000 prospects... month after month.
- de-frost-it merchandising plans... sales policies... dealer aids help you cash in on customer demand.

**PARAGON ELECTRIC COMPANY**

1638 TWELFTH STREET

TWO RIVERS, WISCONSIN

## SOUNDING OFF

CONTINUED FROM PAGE 86

cent of fault. In fact, to a certain extent, any and all of them could have simplified our problems. But I do say that good business housekeeping starts at home. There is much each of us can do, within our own businesses, to correct our own mistakes and the mistakes that have been forced upon us."

**H. C. BONFIG**, vice-president of Zenith Radio Corp., in a speech to the third annual Piedmont Sales Conference in Charlotte, N. C.



"Gentlemen, I have been in the radio business since 1932 in just about every capacity—as retail salesman, wholesale distributor, manufacturing executive. As a distributor I have watched the burgeoning of this great new manufacturing industry. I have also watched the birth and death of hundreds of radio manufacturers. . . . As a manufacturer I participated in the fantastic growth of automobile radio installations; I saw the birth of FM . . . Through these first decades of radio growth I thought I had seen everything in the way of fireworks and fantastic business performance, as well as tragic failure, that any industry could offer. But I now realize that until television came along, I had not seen anything. . . . Television has been the most star-spangled extravaganza, the most spectacular, and at the same time the most confused industry in the history of the world. . . . Growth of the television market has been so lush that there has been a temporary suspension of many rules of good business practices. Many companies rushed into this costly complicated manufacturing field with little comprehension of the problems involved, or of sound, prudent business practices. A surprisingly large number survived, for the simple reason that there were periods when almost any contraption that included a cathode ray tube sold as a television receiver. I believe that the days when fly-by-night television producers could be successful are nearly over. The public will expect and demand the same type of protection and service from television manufacturers that they receive when they purchase appliances. The time has come when our industry as a whole must look through the fog of confusion and consider the rights of the American people as conscientiously as do manufacturers in other fields."

**LAUREN K. HAGAMAN**, director of advertising and public relations for the Magnavox Co., in a speech to the Management Institute sponsored by the University of Louisville and the Advertising Club of Louisville.



"Advertising today is being called upon to do a bigger job than ever before in its history as personal selling declines, especially at the retail level. The pace of modern living coupled with a rising trend to 'robot retailing' has brought about this decline in personal selling, forcing advertising to carry a larger share of the load as the great pre-seller of goods to masses of people. And advertising's added responsibility, in turn, creates a need for the merchandising of an advertiser's program right down through his organization so that every possible benefit will be derived from it. The manufacturer's salesman, distributor, dealer and retailer all must understand and be sold on the company's advertising program—and co-operate in using it—if it is to carry its increased share of the selling load."

# SELL "COOL SUMMER COOKING" WITH THE NESCO Electric Roaster-Oven



## The NESCO • FULLY AUTOMATIC • Model 129

*America's most versatile cooking unit*

Nesco's 2 square feet of insulated heat solves the problem of summer cooking for thousands of American homemakers. Among The Nesco's many features are . . .

- Thick Glass Wool Insulation on bottom and sides keeps heat in the roaster, out of the kitchen.
- Double shell insulating cover. Air space between insulates.
- "Time-Keeper"—Built-in clock turns current on and off at required times . . . gives complete cooking control without watching.
- Cover-Lift Knob—opens or closes cover without effort.
- Removable Cooking Well—20-qt. capacity, cooks for 50, if needed.

A real profit maker

**\$79<sup>95</sup>** AS ADVERTISED NATIONALLY

## The NESCO • DELUXE • SEMI-AUTOMATIC Model 136

- Wrap-Around Glass Wool Insulation—assures cool summer cooking.
- "Guide-Dial" Temperature Control—Set for warm, simmer, steam, slow bake, roast, bake or brown. Signal light below knob.
- Removable Cooking Well—Easy to lift out, easy to clean. 18-qt. capacity.
- "See-Thru" Glass Window—Check cooking through stainless steel cover without opening. Removable for ease in cleaning.

A summer sales maker

NATIONALLY ADVERTISED AT **\$59<sup>95</sup>**



201 N. Michigan Avenue, Chicago 1, Illinois  
New York Regional Office: 200 Fifth Avenue, New York



## Sell the NESCO—the Ideal Gift!

What finer gift for weddings, anniversaries or birthdays. The complete Nesco line of Electric Roaster-Ovens are all practical, useful, handsome.

Models priced to sell from \$16.95 to \$79.95.

See your Nesco salesman or write for details. Order your full summer supply of Nesco Roaster-Ovens today!

# SELL EVERY FREEZER

In the current world crisis, America can be strong... or weak... depending on how its citizens control the production, distribution and CONSERVATION of food. And that's where you come in...

The International Harvester freezers you sell today will make a stronger America tomorrow! For International Harvester makes freezers to suit the requirements of every size family—7.4 cu. ft., 11.1 cu. ft. and 15.8 cu. ft.—to provide essential conservation and protection of food supply in any unforeseen eventuality.

International Harvester freezers are sturdily built for long years of trouble-free service—with over-all sub-zero freezing on all 5 interior surfaces and moisture-free Dri-Wall cabinets. Now, indeed, is the time to sell every family a freezer future!



Model 158  
553 Pounds Capacity



Model 111  
389 Pounds Capacity

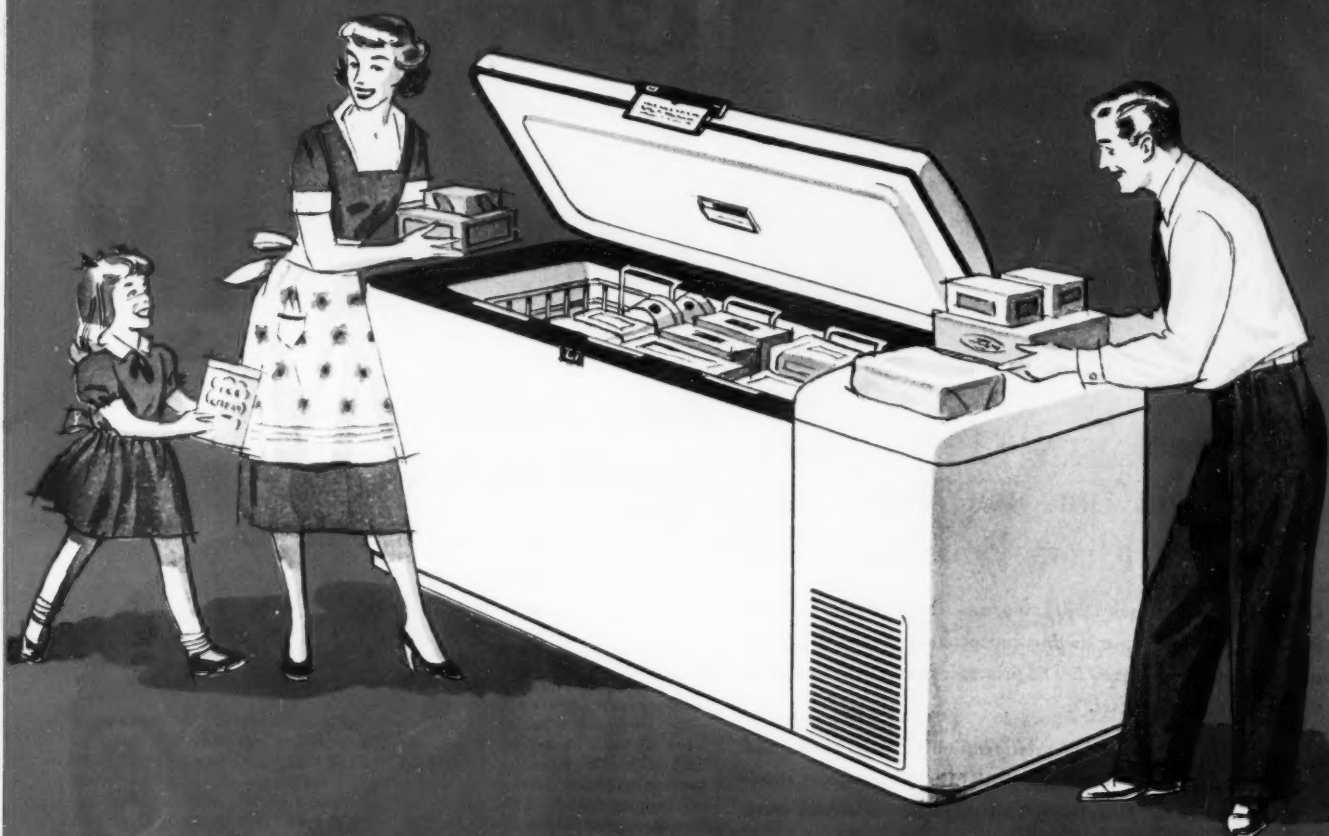


Model 70  
245 Pounds Capacity

# INTERNATIONAL



# FAMILY A FUTURE



***The Freezers You Sell Today  
Will Make a Stronger America Tomorrow!***

INTERNATIONAL HARVESTER COMPANY • 190 North Michigan Avenue, Chicago, Illinois

International Harvester also builds Refrigerators • McCormick Farm Equipment and Farmall Tractors • Motor Trucks • Industrial Power

# HARVESTER

***The World's  
Leading Freezers***



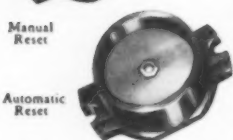
## Appliance Service Organization Saves Time and Money with Klixon Protectors

CHICAGO, ILL.: Russell J. Hickmon, superintendent for Walter C. Stutman & Company, a leading independent appliance service organization, states that KLIXON protectors have been saving him time and trouble for years.

"In the years I've been servicing refrigeration, air conditioning and heating equipment, I have found that KLIXON protectors eliminate motor burnouts completely. This simplifies our service work and promotes good will, not only between customers and our organization, but between customers and the appliance manufacturers."



Manual  
Reset



Automatic  
Reset

### Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated are built into the motor by the motor manufacturer. They keep motors in such equipment as refrigerators, oil burners, washing machines, etc., working by preventing the motors from burning out. Reduce service calls, minimize repairs and replacements by specifying that equipment has motors with Klixon Protectors.

**KLIXON**

**SPENCER THERMOSTAT**  
Division of Metals & Controls Corp.  
2506 FOREST ST., ATTLEBORO, MASS.



JUNIOR is the pony's name. Shirley Berkhart and a friend take their prize home.

## Pony Prizes Sure-Fire Traffic Builder

*Springfield, Ill., dealer overcomes disadvantages of an out of the way location*

IT doesn't matter how ridiculous it is for a family residing in a three-room apartment to win a Shetland pony—the youngster who lives there always has had a hankering for one, and likes to consider himself as a big, bold cowboy, galloping over the plains.

A longing for pets is the mainspring that has caused Brunk & Sapp, a Kelvinator farm store just north of the capital in Springfield, Ill., to use cuddly Shetland ponies as come-ons for the younger generation.

The origin of this traffic-getting idea is the fact that Brunk & Sapp operate in a rather out of the way location, several blocks from the downtown shopping area. Another angle is the fact that James Brunk has a farm not far from Springfield on which romp a number of Shetland ponies, which he breeds.

First time the idea was tried was in 1949, when there was a tie-in angle in which every youngster who wanted to enter had to buy something from the store (\$1) and come accompanied by one of his parents. About 50,000 cards were filled in, and the winner was a spinster who took \$150 instead. The 1950 contest (150,000 entries) allowed kids to come over under their own power and register for their

parents, of course telling what appliances the home had and what they lacked.

This time little Shirley Berkhart of Springfield won a pony and kept it.

The 1951 literature now coming out gives the person who wins the choice of five ponies who will stand outside, bright-eyed and nuzzly, during the finish of the contest, steaming the kids up to a high pitch of excitement and causing them to swipe sugar lumps from home for the pets.

Of course, says James Brunk, plenty of grownups come in, too, and it is expected that more than a couple of hundred thousand will walk in to this out of the way store, to see the merchandise, look at the ponies and enter the contest.

Brunk & Sapp is a farm store, and carries in addition to the complete Nash-Kelvinator line, housewares, farm machinery, Monarch ranges, Coleman and Quaker oil heaters, Fairbanks Morse water systems, Solar water heaters, Hotpoint dishwashers and dryers, New Idea corn pickers, as well as manure spreaders and mowers—not side by side, however.

Brunk & Sapp service all appliances and machinery free of charge for the first year. *End*



*Shine up to this for easy selling.....*

# **the HOOVER**

## **ELECTRIC FLOOR POLISHER**

Floors gleam... slick, quick, with the HOOVER ELECTRIC FLOOR POLISHER. Lightweight, easy to use... will not bounce or wander. Built low to get under furniture; exclusive built-in headlight; non-marring furniture guard; two-way brush-saving storage. Complete with wax-applying brushes, polishing brushes, buffing pads, **\$74.95**. Steel wool and lamb's wool pads available at slight extra cost.



Today's home cleaning standards call for brightly gleaming wood surfaces, and the HOOVER ELECTRIC FLOOR POLISHER has the answer with the quick, easy waxing and polishing your customers want.

Special Hoover-designed construction features of the Hoover Floor Polisher make it the surest, easiest method of getting wood, linoleum or tile floors sparkling in minutes.

Strong, consistent advertising and merchandising combine to build still greater demand for this new product with the famous Hoover name. You will find that many of your customers already know

and want the Hoover Floor Polisher.

Like the world-famous Hoover Cleaners—the Hoover Floor Polisher, Hoover Iron and Hoover Dustette deliver the speed, ease of use, efficiency and long-term durability that are important selling factors in these times of buying now for the years ahead.

Ask your distributor about these new products today. The Hoover Floor Polisher, the Hoover Iron and the Hoover Dustette are sold only through distributors. For nearest outlet, phone your local Hoover Company office or write...

**THE HOOVER COMPANY**  
NORTH CANTON, OHIO

All the features women want most are in THE NEW HOOVER IRON. Large easy-to-see, easy-to-set Pancake Dial gives positive, accurate heat control. Hand-shaped Koolzone handle eliminates gripping, lessens fatigue. Fast all-over heat of aluminum sole plate does the ironing faster, better. Two weights, 3½ lbs. and 4¼ lbs. **\$13.95** including excise tax.

A hundred jobs in half the time with THE HOOVER DUSTETTE. Everybody with stairs, upholstered furniture, draperies, automobile needs this lightweight hand vacuum cleaner for hard-to-clean places. Easy-grip handle, lint brush in nozzle. **\$26.95**



***You'll be Happier  
with a  
Hoover***

See the HOOVER exhibit at the Chicago Furniture Mart Show, June 18 to 28, and at the 15th Annual National Housewares and Home Appliance Manufacturers' Show in Atlantic City, July 9 to 13.



# PROTECT against Fire hazards!



SALES GETTING  
DISPLAY MAKES  
ELMENCO EASY  
TO SEE . . .  
EASY TO SELL.

## COMPLETE PROTECTION!

• The Elmenco Fused plug is like any standard plug, is light in weight, but easier to handle because of finger grips. However, it contains 2 small fuses which provides complete protection against damage to the appliance and to the main line. The blown fuse is easy to remove and simple to replace. Fits any standard wall outlet.

• Can be fused with LITTLEFUSE, 3 AG up to 8 amps, 3 AB up to 20 amps, underwriters approval up to 15 amps.

## NEW MARKETS — GREATER VALUE!

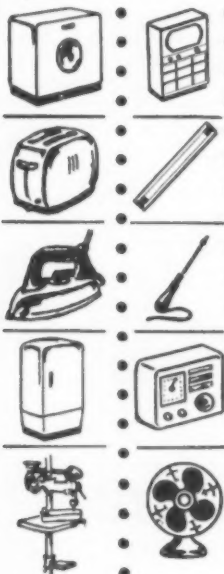
• Approved by underwriters laboratories and used by many of the largest manufacturers of radio and electronic equipment, battery chargers, washing machines, curling irons, lighting equipment, automatic relay equipment, motors of every description, and practically every other type of product that consumes electricity.

• Every wired home, office and store is a prospect.

Contact your jobber today. Write us for detailed information . . . giving us your Jobber's name.

Manufactured by

**ELMENCO PRODUCTS CO.**  
103 LAFAYETTE ST., NEW YORK 13, N.Y.



## Triple Play for Kitchen Sales

CONTINUED FROM PAGE 67

for water heaters, bath tubs, fixtures and servicing. After a six months test Moore was won over to the kitchen partnership. Dornbos now keeps him so busy on kitchen work that Moore has little time to follow his own leads. The plumber and dealer have agreed on a fixed rate for either a Disposall or dishwasher, and another rate for the combination unit. Dornbos reports that, "my best sales weapon in keeping Moore interested is a \$12,000 to \$15,000 a year business for him."

### Now the Plumbers Want In

While the successful dealer-plumber tie-up is somewhat rare in the appliance business, Dornbos' arrangement has proved mutually profitable and has paved the way for Moore to build his own business. In the last six months, Dornbos has been approached by five plumbers in the area who would like to get into the kitchen business even though they are very busy with their own work.

Dornbos, who describes himself as a poor salesman, "because I'm too honest," has a few basic fundamental premises that may not follow the rule book, but certainly pay off as far as he is concerned. He insists on giving his customers personalized treatment.

"I tried hiring assistants to do some of the contact work, but I found that people want to deal directly with the big boss, not with an underling," he says. "I make a point of showing up regularly while the kitchen is going in to assure the housewife that she's getting top drawer treatment. Our business could be much larger, but I don't want to give up this personal touch that has paid off so handsomely."

In effect, Dornbos is a one man band on his kitchen jobs. He has a Hotpoint kitchen with dishwasher, Disposall, refrigerator and pushbutton range set up in the store. This occupies a space about 10 by 14 feet, and it's located near the front of the store where it will get maximum attention. When he's out of the store (which is a good deal of the time) the kitchen goes unattended, but this doesn't seem to hurt his business.

The customers now seem to come after him, and he has all the business he can handle. "You can't sell \$3,000 kitchens house-to-house like vacuum cleaners," Dornbos insists. "I've tried it and it doesn't work. When a customer becomes interested in a new kitchen, she calls a friend who had the job done, and if the friend is satisfied, she is sure to recommend the man who did the work. We make a point of guaranteeing satisfaction in the appliances, installation, and the remodeling workmanship. We don't need paid advertising; our kitchens are our best ads."

Additional prospects are turned up by Gathercoal and Moore, and the interested customers are turned over to Dornbos. While few customers who come into the store to buy a hardware item for their homes will immediately sign up for a \$3,000 kitchen, Dornbos does develop leads in this manner. To date, all the business he can handle is "beating a path to his door," and he finds that his jobs average about one major kitchen installation a week.

He lists his store under complete Hotpoint kitchens in the phone book, but again he points out that someone in the market for a \$3,000 kitchen won't go to the phone book for the answer. Advertising is sporadic and is limited to four local weekly papers in the North Shore area—the Wilmette Life, Winnetka Talk, Glencoe News, and Glenview Announcements.

The one and occasionally two-page spreads take an interesting approach, however, that reflects the philosophy behind this thriving kitchen business. "We're not 100 years old," read the ads, "but we do have 102 years of experience. Let us plan and install your next Hotpoint kitchen."

The ads feature pictures of Dornbos, Gathercoal and Moore, with brief backgrounds of each. Before and after pictures of kitchen jobs also are featured, with copy describing three work-saving centers—cooking, storage and dishwashing. The ads close with the line: "375 kitchens installed since 1945."

(Continued on page 98)

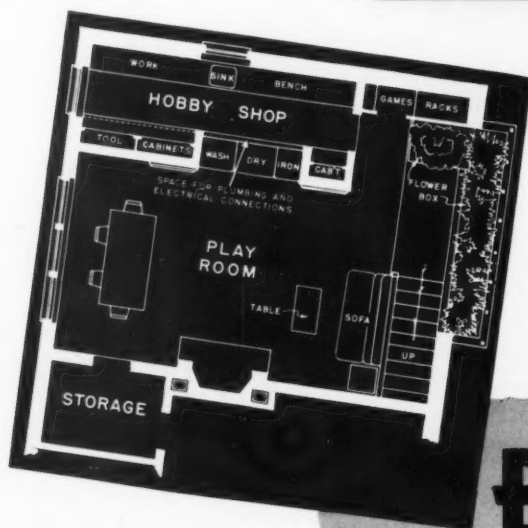


# HOBBIES *are* "PLAYMATES" to this Combination Laundry!

## A PRACTICAL PLAY ROOM AND LAUNDRY COMBINED

By Randolph Evans

Famous small home Architect Evans offers a design that will appeal to all members of the family. Mother has her small greenhouse; father his hobby shop, and the whole family has an attractive play area. Added to all this, Mr. Evans specified the Blackstone Combination Laundry. Louvered doors hide it and the hobby shop when desired. The laundry unit tops provide extra work space which can be used as a bar with sink and cupboard space close at hand.



ON DISPLAY AT THE  
JUNE FURNITURE MARKET  
AT CHICAGO

Because the three matching units of the Blackstone Combination Laundry can be permanently installed . . . just as neatly as a sink, dishwasher or kitchen counter . . . they present an attractive, almost decorative appearance. Randolph Evans has admirably combined all the facilities for play, hobbies, and laundering in this hillside-house basement arrangement. The three streamlined Blackstone units . . . automatic washer, dryer and ironer . . . require only 72 inches of wall space and can be installed in any sequence or arrangement against one or more walls, anywhere in the house. Dryer is vented to remove excessive moisture from the playroom.

BLACKSTONE CORPORATION, JAMESTOWN, N. Y.

# BLACKSTONE

*World's Oldest Manufacturer of*  
**HOME LAUNDRY APPLIANCES**

# THE SATURDAY EVENING POST

15¢

SEPTEMBER

...to the  
highways tell  
to the trade  
to the roads  
will never be  
part is now  
Maryland,  
and the bill to  
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It may be worth your life...

*some dark night*



**Warn Dangerous Passing Cars**  
You change tires faster with this light and motorists can see you on the road. Light hangs on car—free both hands. 12 ft. rubber cord reaches all tires.



**See clearly under hood**  
With plenty of light right where you want it, often you can make motor repairs yourself. Handy Light pays for itself many times over in time and money saved on the road.



PLUG INTO CIGARETTE LIGHTER

**\$1**  
Recommended retail price



**Read Maps easily—quickly**  
No need to get out of car to study maps. With a Handy Light no further away than the glove compartment, you can read even fine print right at the wheel.

The story of the  
ad that sold  
725,000  
Handy Lights  
before it ran

And that's not all it did! This ad for Monowatt, a General Electric affiliate, did four things—three of them before it appeared in the Post.

Carry a Handy Light as you carry a jack—emergencies. Some night it may "have day" for you... perhaps even save your life! At the low price of \$1.00, who can afford to be without one?



MONOWATT INCORPORATED • A GENERAL ELECTRIC AFFILIATE

**Night Light**  
A day-light for bathroom, bedroom, nursery or stairs.



**Quick Clamp**  
Plugs and Taps  
Fix electric cords yourself easily and quickly.



**Extension Cords**  
Get more light where you need it with these long lasting cords.



### 1. It topped the quota weeks in advance

On the strength of this advertisement being scheduled in The Saturday Evening Post—and only the Post—Monowatt salesmen sold 725,000 Handy Lights to retailers and dealers. That was weeks before the one-page advertisement appeared in the Post and far “over the top” of the original quota of 600,000 for the promotion. Handy Light sales were 15,000 a week before the promotion; 51,000 a week after it!

### 2. It sold the whole Monowatt line

Monowatt hoped the advertising in the Post would sell its other products, as well. Again weeks in advance of the ad breaking—but with “advertised in the Post” on all the display material—the job was done. A huge additional volume in Monowatt products from night lights to plugs, was ordered by dealers and retailers who know that advertising in The Saturday Evening Post is just like “money in the bank.”

### 3. It won dealer and retailer support

Monowatt wanted to open new sales channels for Handy Lights. Once again (still weeks before the advertisement ran in the Post), “mission accomplished.” Buyers for drug and variety chains and department stores knew the Post, and that was enough! All told, tie-ins were made by 65 chains . . . drug, variety, hardware and automotive . . . and by 274 distributors . . . electrical, general-merchandise, hardware and automotive.

### 4. It sold Handy Lights to consumers

Dealers stocked up on 725,000 Handy Lights because they knew that the Post would move them. And it did! Denver Dry Goods sold 2,000 Handy Lights and \$1,000 worth of other Monowatt products besides. Jordan Marsh re-ordered twice within 24 hours! Whelan drug stores sold over 30,000 Handy Lights. Re-orders flooded in—enough to maintain the new sales peak weeks after the ad had run!



The Post can do for any good product, your product, what it did for Monowatt. It can widen distribution, introduce your whole line, get unusual retailer cooperation—all because retailers and jobbers in all lines *know* that the Post gets action every time. Your product needs, deserves an “advertised in the Post” recommendation.

**-gets to the heart of America**

# Make Magic Your Hottest Salesman

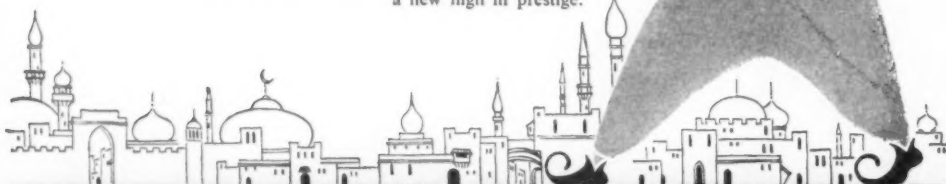


... magic that goes to work for you like the famous carpet which did such a swell moving job for Prince Houssain. Remember the story? The Prince, searching for "something of extraordinary rarity", met a man selling a carpet. Learning about the wonderful properties of the carpet, Houssain tried it out, found it would carry him anywhere, bought it, and started going places.

You've only to try Nichrome® to know that you've got "something of extraordinary rarity"—able to help you "go places" by moving appliances out of your store and storerooms into the service of homemakers across the nation.

Yes, when it's a case of top-notch heating elements for all types of appliances furnishing heat, there's nothing like Nichrome. It's the superb electrical resistance material specified by foremost appliance manufacturers from coast to coast.

Very probably the appliances you now handle are heat-powered with Nichrome elements. But if they are not, profit by having your manufacturing sources supply heating units made of this world-famous alloy. For Nichrome means peak performance, absolute dependability, and long life. It assures that lift in quality that brings you a host of satisfied customers, increased sales—more profitable operation, and a new high in prestige.



## Triple Play for Kitchen Sales

CONTINUED FROM PAGE 96

Here's the approach Dornbos uses in developing a kitchen sale. When he receives a call from a prospective customer, he goes to the house and makes rough measurements. He makes a quick sketch and then using a rule of thumb of \$50 per lineal foot for the new kitchen, makes an estimate. If the housewife is interested, the next step is planning the kitchen. He weeds out serious from curious prospects by charging \$100 for the planning, which is applied as part payment for the total cost.

Then he returns to the store or his house and makes a scale drawing of the proposed kitchen. He gets exact cost estimates from Gathercoal and Moore and draws up a contract. Then he makes an appointment with the customer and calls at the house when the husband and wife are home together.

On this call he takes along his Hot-point "mini-kit" that consists of scale model appliances, and movable walls, doors and windows. He sets up the kitchen in miniature so the housewife can see exactly what her kitchen will look like. He comments that the planning kit "is one of the greatest sales aids in the business. A woman can't understand a blueprint, but she can understand scale models."

### Payment on Demand

When the blueprint is approved, the customer signs the contract, and Dornbos requires a 50 per cent downpayment, with the balance after the kitchen is completed. While this payment method might meet resistance in lower income markets, Dornbos has found no difficulty to date. This indicates, he believes, that all-electric kitchens represent an untapped market. The bulk of North Shore house owners were accustomed to servants before the war. With the current shortage of help, housewives are looking for electric home equipment that will cut down kitchen and laundry chores.

When he first started in the kitchen business, Dornbos considered changing the name of the operation to conform with the idea of kitchen planning. But he now finds that there is a logical tie-in between hardware merchandise and kitchen equipment. People who come into the store for nails, screws, or a light plug often become interested in the kitchen display. He finds that related merchandise like utensils and china can be used to decorate the kitchen display, and indirectly help sell kitchens.

Dornbos believes that the kitchen of today more nearly resembles the kitchen of 100 years ago—a living room for the family, with comfort a prime consideration. Most of his jobs include allowances for a dining area. Occasionally a kitchen job will extend to remodeling upstairs and basement, and modernizing of bathroom, meaning more profit for his contractor and plumber. One such job ran \$10,000.

On a recent Saturday, Dornbos sold four \$3,000 kitchens, and he's sure there are plenty more where these came from.

End

**Driver-Harris Company**  
HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco  
Manufactured and sold in Canada by  
The B. GREENING WIRE COMPANY, LTD., Hamilton, Ontario, Canada

*Nichrome*  
IS THE HEART  
OF GOOD  
ELECTRICAL  
APPLIANCES

\*T.M. Reg. U. S. Pat. Off.

# America's most complete line and **LOADED WITH PROFIT!**



General Twin-12  
complete with  
2 WAXING BRUSHES  
2 POLISHING BRUSHES  
2 LAMBS-WOOL BUFFERS

## Feature-by-Feature GENERAL'S THE FINEST!

- Brushes outlast others 3-to-1! Bristles wearable to the wood!
- Twin-mesh brushes—full 12" swathe! No unpolished areas!
- Most quiet and vibration-free!
- Complete, genuine Lambs-wool Buffers—no mere felt pads!
- Powerful  $\frac{1}{4}$  H.P. AC-DC motor!
- Full year guarantee!
- Extra-long 47" handle! 30 ft. cord! Save steps! Save work!
- Beautifully styled! Quality built for years of heavy-duty service!



EXCLUSIVE SNAP-ON  
SIDE HANDLES for cars,  
panels, furniture! Only  
General has them! (Extra)



# General

## Twin-12 FLOOR MACHINE

**Everybody with a floor is a prospect!**

And General's heaviest-of-all national advertising campaign backs you up all the way! General dealers' sales are smashing records as popularity of floor machines soars across the nation!

AMERICA is learning that the General Twin-12 is the *only* floor machine that does everything—from scrubbing floors to simonizing cars! Better built with bigger profits for you, General is delivering a product that knows no equal in its field!

It's easier to handle! Easier, in fact, than a vacuum cleaner! It's quieter! It's vibration-free! And General beautifies and preserves any kind of floor! Wood, asphalt tile, linoleum, rubber, terrazzo—General renews old floors... protects the investment in new floors!

No 'walking sideways'! General's the first perfectly balanced floor machine. Two full 6" diameter counter-revolving brushes give full 12" swathe. Handy attachments snap-on... snap-off *split-second fast!*

Never before has any electrical appliance saved housewives so much time and hard labor! Check General's list of exclusive features and write today for full details! Cash-in on the BIG PROFIT appliance with the BIG SALES opportunity—the General Twin-12! *Get your order in now!*

## GENERAL'S NATIONAL ADVERTISING STARTS SALES FOR YOU!

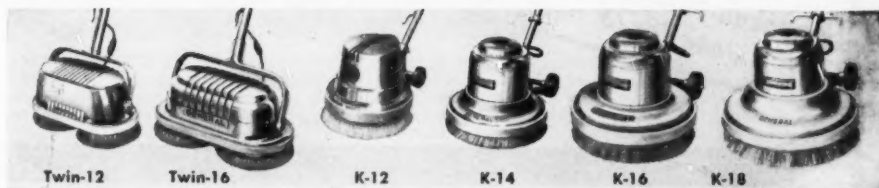


SATURDAY EVENING POST  
HOUSE BEAUTIFUL  
HOUSE & GARDEN  
HOLLAND'S  
SUNSET

**Be ready to cash-in!**

GENERAL FLOORCRAFT, INC., DEPT. 16, 421 HUDSON ST., NEW YORK 14, N. Y.

## General WORLD'S FINEST FLOOR MACHINES FOR HOMES, BUSINESS, INDUSTRY, INSTITUTIONS

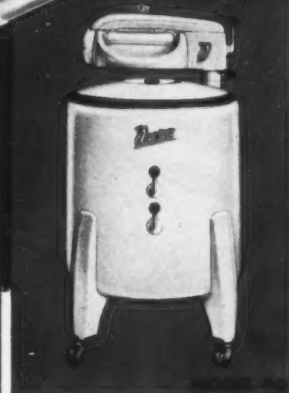




**MISTER,  
THIS IS**

**it!**

By comparison in any price range, your customer gets more for the money in Duchess. Her Triple Flex Spiral Agitator is a bonus in faster, gentler, better washing. There is no dead or dormant zone because scientifically spiraled fins all the way up the center post wash ALL the clothes ALL the time. The Silent Ball Bearing Transmission is simple, quiet, sealed in oil for lasting, trouble-free service. Roomy Straight Side Flat Bottom Tubs provide extra tumbling area. And the Duchess LIFETIME Guarantee is a bonus extra too — tangible evidence of the manufacturer's lasting confidence and continuing interest in his product. You get a bonus in liberal Duchess discounts and low service costs that make better profits for you year after year.



**APPLIANCE MANUFACTURING CO.  
ALLIANCE, OHIO**

World's Largest Manufacturer Concentrating Production and Sales on Wringer Type Washers

**Date the Duchess  
in Space 510A  
American Furniture Mart  
June 18-28**

**INSURE YOUR FUTURE WITH**

**NONE BIGGER  
NONE BETTER  
AT ANY PRICE!**

**Duchess**  
REGISTERED IN U.S. PATENT OFFICE  
**WASHERS**

# ELECTRICAL MERCHANDISING *News*

## Excises: Going Up

The House Ways and Means committee last month tentatively approved higher excise taxes on appliances, radio and TV.

The committee did not up the rates on appliances already carrying a 10 percent excise tax but it did add dishwashers, ironers, dryers, disposers, dehumidifiers, electric razors, door chimes and floor polishers and waxers and others to the list.

The committee boosted the levy on radios, TV, phonographs and records from five to 15 percent.

The committee will take another look at these "tentative" decisions before the bill goes to the House floor. Further changes may be made by the House itself, the Senate finance committee, and finally the Senate. It's a good guess that the bill won't be finally passed until sometime around September.

## Output To Be Cut To 65% of 1950

Appliance production (and that of most civilian hard goods) will be cut back to about 65 percent of 1950 levels starting July 1.

In general, the slash will be across-the-board for all types of hard goods not needed by the military and such essential industries as transportation, communications and electric power. It will be based, however, on the use by manufacturers of copper, steel and aluminum, the three metals allocated under the Controlled Materials Plan. CMP will be used to allot those three metals for military and other essential production only. But the controllers feel that there'll still be enough copper, steel and aluminum left over for production of civilian hard goods at 65 percent of the 1950 rate.

Some appliance output will be cut back even more, however. Radio and television, for example, will be limited by scarcities of materials other than steel, copper and aluminum. And production of military electronics will require some of their manpower and machinery.

## Price Controls For Appliance, Radio Industry Emerging From OPS Orders

**Manufacturers placed under CPR 22; TV, electric housewares under margin curb at retail; majors may be "pre-ticketed"**

From the hodge-podge of regulations and amendments put out so far by the Office of Price Stabilization you can now begin to see what controls are going to mean for the appliance industry.

At the manufacturers' level, appliances, radio and television have been taken out from under the January 25 general freeze and placed, more or less permanently, under CPR 22.

At the retail level, musical instruments, radio and TV sets, phonographs, records, and electric housewares have already been placed under CPR 7 (*Electrical Merchandising*, May 1951, page 101). So far major appliances have not been placed under CPR 7 and it appears

that OPS hopes to handle this pricing problem by pre-ticketing items—a kind of pricing used during World War II but not yet adopted for the current emergency. The manufacturer would be required to tag each item with dollars and cents price determined by OPS—before the appliance leaves the plant.

**Manufacturers.** CPR 22 allows manufacturers to add increases in factory payrolls and materials costs to pre-Korean prices in effect during optional base periods—either April 1 through June 24, 1950, or any one of the three previous calendar quarters.

The impact of the orders—issued

and coming—is a little harder to predict than the orders themselves. One thing, however, already is clear: roll-backs in appliance prices, if they come at all, won't be as thick or as drastic as OPS claimed or the industry feared.

The reason is simple; according to trade sources, industry last year did not raise prices in anticipation of cost increases to the extent rumored. So most increases are justified. Therefore, with a few glaring exceptions, roll-backs will be limited.

Any groans that manufacturers or dealers may have emitted when CPR-22 was first issued were not based primarily on fears of roll-backs. They came, instead, from industry spokesmen who feared that the OPS announcements would lead consumers to put off buying in the hope that prices would decline. With the trade already overstocked, any such move which might have contributed to falling sales, was sure to be condemned.

**Retailers.** CPR 7 (which controls prices of radio, television and electric housewares at retail levels) limits dealers to the historical mark-ups they took pre-Korea on goods similar to those currently being priced.

Amendment 4 to CPR 7 permits manufacturers to set wholesale as well as retail prices on "branded articles". This includes items which carried either a fair trade or recommended list price. Manufacturers must apply to OPS for authority to set prices in this manner. Once permission has been granted, invoices will be stamped to indicate that the ceiling price established by the manufacturer under OPS authority. (The dealer must retain these stamped invoices as authority to sell goods at these prices.) It is expected that many electrical manufacturers whose goods are included under the provisions of CPR 7 will use this authority to establish prices.

Eventually, OPS hopes to use the mechanism set up under this amendment to impose pre-ticketing—and it appears that major appliances may be priced under this plan before it is extended to radio, television, or electric housewares, all of which are already included under CPR 7.

## Honored by Brand Names Foundation



**TWO KELVINATOR DEALERS** who were honored at Brand Names Day ceremonies in New York in mid-April receive congratulations from C. T. Lawson, vice-president in charge of Kelvinator sales. H. B. Price Jr., center, Norfolk, Va., was named "electrical appliance store retailer of the year" and Mort Farr, left, of Upper Darby, Pa., received a certificate of distinction.

# Predict Market Visitors Will Be Shopping For Information Rather Than Merchandise

The annual summer markets get underway in Chicago later this month and indications are that appliance dealers who attend the shows will be more interested in information than in merchandise.

Rapid delivery of previously ordered merchandise, a lull in consumer sales, and the big inventories which have built up as the result of these two trends all may operate to keep some dealers away from the markets this summer. On the other hand, the opportunity to talk to manufacturers and to get first hand opinions on what's going to happen in the industry may draw many dealers who otherwise would stay away. The only real clue to what may happen is agreement by Mart officials that attendance will be normal—somewhere in the neighborhood of 20,000 visitors are expected.

**Let's Go.** Those who expect a full complement of appliance dealers to show up for the markets refer to these arguments:

—the markets always furnish the best opportunity for a retailer to talk directly to the manufacturer and get answers to questions which are bothering him. And this year, contend these experts, there are plenty of questions to be answered. Dealers will be looking for first hand information on prices, on future availability of appliances, radio and TV, and on the variety of problems besetting the TV industry. Among the latter will be queries on color, on FCC allocation hearings, and on UHF telecasting.

—there will be "something new" in most manufacturers' booths. The probability is that there will be few radical innovations. For most firms the "something new" will take the form of either "stripped" models or models on which "alternate" (a fancy word for substitute) materials have been used.

—although the presence of big inventories on dealer shelves has been widely publicized, say these experts, there are some appliance lines which are still in relatively short supply. And even on products on which big inventories have been built up, the progressive tightening of government restrictions should soon make inventories less of a problem. Consequently, reason these sources, big inventories should not cut down market attendance too severely.

—and, as always, the markets will give dealers a chance to do some competitive shopping and to fill in their lines for fall and winter trade.

**Let's Stay Home.** But there are those Chicagoans who expect attendance of appliance men at the markets to be the "smallest in years". Their arguments run like this:

—rapid deliveries of merchandise in the past few months have

**Chicago summer exhibits will get underway June 18 and close June 28; Mart officials predict market attendance of about 20,000**

made many dealers wonder whether they need to go fishing for lines in Chicago during market time.

—the present lull in buying has taken away a lot of incentive to attend the market.

—dealers and distributors, in the Middle West, at least, are so loaded with inventory that there is little incentive to do any heavy buying now.

—and finally, say these experts, summer markets have always been "small potatoes" for appliance men. Most of the activity centers around the furniture booths with crowds noticeably smaller on the appliance floors. The markets fall "between seasons" for the appliance-radio-TV trade. Most lines have been introduced earlier, and many of the new television lines are held under wraps until the Music Merchants show in July.

**Still No Rooms.** Despite all these arguments for not attending the markets, the Chicago Hotel Assn. reports that as early as May 1 all downtown hotels were booked to capacity and that inquiries were being relayed to outlying hotels. Striving to end its report on a cheerful note, the hotel association added that Chicago has always been able to take care of its visitors in some manner—even though it was in a room many, many miles from the Loop.

There were others who agreed with the hotel men that market attendance would be normal. Wallace O. Ollman, general manager of the Merchandise Mart, said that "we at the Mart anticipate a large attendance and buying at healthier levels than in January. Manufacturers and retailers will have a clearer picture

of what to expect in the months following the June market than they had in January. At the beginning of the year, it was known there would be allocations, priorities and price controls; they were just beginning. But just how they would affect home furnishings was not clear. Now, the industry knows pretty well where it stands as regards government regulations and the armament program. New facets will constantly develop, but there is a more definite basis for planning."

**What's New at Marts.** Two-thirds of the rentable space in the Merchandise Mart has now been air-conditioned, another west bank of elevators will be opened in time to relieve market floor traffic, and the lighting program to provide better corridor lighting for buying floors has been carried forward.

At the Furniture Mart, the master antenna system for multiple operation or demonstration is in full swing. Few changes in exhibit space have occurred at the Furniture Mart and as usual the appliance, radio and television lines will be centered on the fifth and seventeenth floors. (At The Merchandise Mart it will be, as usual, the eleventh and fourteenth floors.)

For Furniture Mart visitors a new CTA bus service now operating from the Union and Northwestern Stations via Grand Ave. will add to transportation facilities.

**Arena Annex.** For the sixth time the Furniture Mart has been forced to house "overflow" exhibitors in the Chicago Arena. Thirty exhibitors will occupy 28,000 square feet of space in the Arena, which adjoins the Mart. The Arena will be



MERCHANDISE MART

## Scheduled Meetings

### EDISON ELECTRIC INSTITUTE

19th annual convention  
Denver, Colo.  
June 4-7

### LOS ANGELES HOME SHOW

Pan Pacific Auditorium  
Los Angeles  
June 14-24

### AMERICAN HOME LAUNDRY MFRS. ASSN.

Summer meeting  
Chicago  
June 16

### CANADIAN ELECTRICAL ASSN.

Annual convention  
St. Andrews, N. B.  
June 18-20

### SUMMER FURNITURE MARKETS

Furniture and Merchandise Marts  
Chicago  
June 18-28

### NAT'L APPLIANCE & RADIO DEALERS ASSN.

Summer meeting  
Stevens Hotel, Chicago  
June 25

### STOKER MFRS. ASSN.

Annual meeting  
Lake Wawasee, Ind.  
June 25-26

### ASSOCIATED POT & KETTLE CLUBS

Convention  
Gearhart, Oregon  
June 25-27

### NAT'L HOUSEWARES & HOME APPLIANCE MFRS. EXHIBIT

Auditorium, Atlantic City  
July 9-13

### 50TH ANNUAL MUSIC INDUSTRY TRADE SHOW

Nat'l. Assn. of Music Merchants  
Palmer House, Chicago  
July 16-19

### WESTERN SUMMER MARKET

Western Merchandise Mart  
San Francisco  
July 16-20

operated by the Furniture Mart for the period of the exhibit. Among exhibitors in the arena is the Gellman Mfg. Co., manufacturer of "Sew-Gem" sewing machines.

**What's Going On.** Among the special events planned by the Merchandise Mart will be the official opening of its expanded "Good Design" exhibition. Some 150 to 200 items will be added. Backgrounds done by the Danish designer, Finn Juhl, for the 1951 exhibition will remain intact throughout the year.

Another feature of the Mart will be a series of "Good Companion" model rooms designed by six women's magazines to show how traditional and contemporary rooms may be compatibly mixed.

Market visitors will find the usual number of baseball games, races, theaters and nighteries in full operation.



# Partial List of Chicago Summer Market Exhibitors\*

## MERCHANDISE MART

A. B. Stoves Div., Detroit Michigan	
Stove Co.	1128
Air King Products Co., Inc.	1454
Aladdin Industries, Inc., Vacuum Div.	1107
Aluminum Goods Mfg. Co.	1129
Aluminum Specialty Co.	1170
Amana Refrigeration Inc.	1127
American Central Div., Avco Mfg. Corp.	1476
American Gas Machine Co.	11-108
Apex Rotarex Corp.	1472
Associated Plastic Cos., Inc.	1195
Associated Projects Co.	1433-A
Avco Mfg. Corp., Crosley Div.	1132
Berger, T. W., Co., Inc.	1454
Bersted Mfg. Co., Div. of McGraw Electric Co.	1467
Buckeye Aluminum Co.	1197-A
Buxbaum Co.	11-112
Capehart-Farnsworth Corp.	1118
Carrier Corp.	1186
Casco Products Corp.	1175
Chapman, Albert H. & Assoc.	1488
Chimes & Signals Inc.	1451
Conco Engineering	1178
Conlon Bros. Mfg. Co.	1454
Continental Scale Corp.	14-105
Coolerator Co.	11-107
Corning Glass Works	1470
Crosley Div., Avco Mfg. Corp.	1132
Daze Corp.	14-104
Deepfreeze Appliance Div., Motor Products Corp.	1469
Detecto Scales Inc.	1466
Detroit Michigan Stove Co.	1128
Dexter Co.	14-103
Dominion Electric Mfg. Corp.	1422
Dorby Co.	1106-A
Dormeyer Corp.	1487
Dorsey Co.	1402
Dortch Stove Works Inc.	1111
Dyna Spray Corp.	1160
Easy Washing Machine Corp.	1464
Economics Laboratory Inc.	1177
Edgewater Steel Co.	1142
Eldredge Sewing Machine Co.	1468
Elgin Steel Kitchens	1454
Estate Heatrola Div.	1418
Estate Stove Co.	1418
Everedy Co.	11-112
Farber, S. W., Inc.	1419-A
Fasco Industries Inc.	1422
Florence Stove Co.	1458-9
Free Sewing Machine Co.	1450
Free Westinghouse Sewing Machine Co.	1450
General Electric Co., Air Cond. Div.	1144
General Electric Co., Electronics & Tube Div.	1123
General Electric Co., Tube Div.	1192
General Mills, Inc., Home Appl. Div.	1453-A
General Slicing Machine Co., Inc.	1492
Geuder Paeschke & Frey	1492
Globe Wernicke Co.	1454
Hanson Scale Co.	11-114
Hobart Mfg. Co., Kitchenaid Div.	1492
Homak Mfg. Co.	1164

\* ELECTRICAL MERCHANDISING has prepared these partial listings from information provided by the managements of the Furniture and Merchandise Marts and has made every effort to include all names of interest to the appliance, radio, television and electrical housewares industries, but takes no responsibility for errors or omissions.

Hotpoint, Inc.	1456-57
Hunt Heater Corp.	1136
International Appliance Corp.	11-116
Ionia Mfg. Co.	1174
Johnson, S. C. & Sons, Inc.	1158
Kewaskum Utensil Co.	11-111
Kisco Mfg. Co.	1492
Kleinsorge, H. H., Inc.	1102
Knapp-Monarch Co.	1483
Knox Stove Works, Inc.	1134
Kordite Corp.	1178
Landers, Frary & Clark	1479
LaSalle Lighting Products Inc., Heater Div.	1492
Liberty Electric Co.	1492
Magnavox Co.	1115
Major Home Appliance Co.	1127
Martin Co.	14-104
McGraw Electric Co., Toastmaster Products Div.	1455
Mell-Hoffman Mfg. Co.	1176
Merritt & Andree	1174
Metal Ware Corp.	1411-A
Met-L-Top Tables, Inc.	1492
Meyer, W. F. & Sons, Inc.	1494
Mirro Aluminum Co.	1129
Modern Sewing Machine Co.	1440
Motor Products Corp., Deepfreeze Appl. Div.	1469
Mullins Mfg. Corp.	1119
Murphy Radio Ltd.	1174
Murray Corp. of America	1124
Mutschler Bros. Co.	1125
National Engineering & Mfg. Co.	1440
National Sewing Machine Co.	1468
National Silver Co.	1120
Naxon Utilities Corp., Appliance Div.	1402
New Home Sewing Machine Co.	1450
Newman, Chas. H., Co.	14-109
Noma Electric Corp.	1418
Norge Div., Borg-Warner Corp.	234
Northern Electric Co.	11-114
Northrup Products Co.	1482
Nutone, Inc.	1451
Nye, Walter & Co.	1492
Peerless Mfg. Corp.	1485
Perfection Stove Co.	1475
Phoenix Table Mat Co.	11-104
Proctor Electric Co.	1473
Radaire Gas Heating Appliances	1136
Rasmussen, J. H., Co.	1454
Rauland Corp.	14-107
Remington Corp.	1454
Republic Stamping & Enameling Co.	1173
Revco	1454
Revere Clock Co.	1422
Revere Copper & Brass Inc., Rome Mfg. Co. Div.	1463
Rival Mfg. Co.	1492
Robinson Heaters Inc.	1136
Rutenber Electric Co.	14-107
S. K. Co.	1422
Samson United Corp.	14-104
Sanford-Hughes Co.	1402
Schwitzer-Cummins Co.	1422
Scoville Mfg. Co.	1197-A
Seal-Sac Inc.	14-119
Sessions Clock Co.	1409
Seymour Tool & Engineering Co.	1466
Silex Co.	14-109
San-Chief Electric Inc.	1466
Sparks-Withington Co.	1175
Sperli-Faraday, Inc.	1422
Steinmetz & Kelly	1422
Sunlite Mfg. Co.	1422
Superior Electric Products Corp.	11-116
Swartzbaugh Mfg. Co.	1498
Swartzbaugh, Ted & Assoc.	1498

Swing-A-Way Mfg. Co.	1498
Taylor Instruments Cos.	11-106
Telechron, Inc.	14-101
Telequip Radio Co.	1174
Temco Inc.	1110
Testor Chemical Co.	1484
Toastmaster Products Div., McGraw Electric Co.	1455
Toastswell Co.	11-114
Tracy Mfg. Co., Div. Edgewater Steel Co.	1142-3
Triculator Co., Inc.	1498
Trylon Radio Laboratories	1454
Vermillion, W. R., Co.	1482
Vischer Products	14-104
Wagner, E. R. Mfg. Co.	1422
Washburn Co., The	1123-A
Welmaid Products Inc.	14-111
Westinghouse Electric Corp.	262
Whitehead, D. W. Mfg. Corp.	1454
Wyndale Mfg. Corp.	11-114
Youngstown Kitchens	1119

## FURNITURE MART

Admiral Corp.	526-27
Agricola Furnace Co.	548
Altorfer Bros. Co.	541-42
Apex Rotarex Corp.	17/90-93
Appliance Mfg. Co.	510-A
Armstrong Products Corp.	17-63
Arvin Industries, Inc.	441-42
Atlanta Stove Works, Inc.	17/72-72A
Automatic Washer Co.	503
Auto Stove Works	546-A
Barton Corp.	549-A
Belmont Radio	17/55-56
Bendix Home Appliances, Inc.	539-A
Bendix Radio Div., Bendix Aviation Corp.	545-D
Ben Hur Mfg. Co.	540-B
Birmingham Stove and Range	17/79
Birtman Electric Co.	17/35-36
Blackstone Corp.	544-A
Caloric Stove Corp.	519
Champion Dishwashing Machine Co.	2453
Chattanooga Implement & Mfg. Co.	17/0
Clements Mfg. Co.	17/68
Cole Hot Blast Mfg. Co.	17/73-74
Coleman Co., Inc.	525
Conlon-Moore Corp.	504
Cribben & Sexton Co.	538-A
Crown Stove Works	531
Dearborn Stove Co.	17/88
Detroit Vapor Stove Div., Borg-Warner Corp.	513-B
Dixie Foundry Co., Inc.	524
Dormeyer Corp.	2953
Duo-Therm Div., Motor Wheel Corp.	517
Eagle Foundry Co.	547-A
Empire Appliance Co.	17/32
Estate Stove Co.	523
Evans Products Co.	541-B
Fedders Quigan Corp.	17/108-109
Fresh-Aire Co.	17/106-A
Frigidaire Div., General Motors Corp.	508-09-A
Gellman Mfg. Co.	Arena Annex
General Air Conditioning Corp.	17/64
General Electric Co.	535-37-A
Gibson Refrigerator Co.	537-38-B
Grand Home Appliance Co.	17/3-31
Gray & Dudley Co.	515-B
Hallicrafters Co.	17/69-70
Hamilton Mfg. Co.	1420



FURNITURE MART

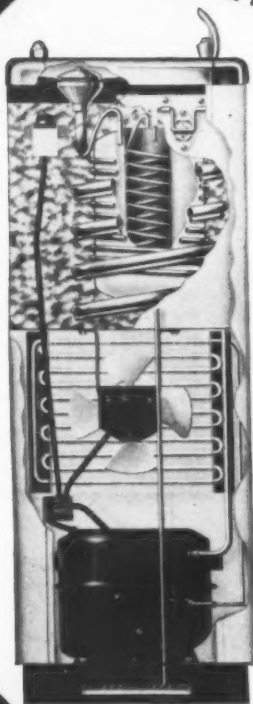
Hardwick Stove Co.	1530-31
Holland Rieger Div., Apex Rotarex Corp.	17/98-99
Hoover Co.	544-B
Horton Mfg. Co.	511-A
Hotpoint, Inc.	533-35-B
Ice Cooling Appliance Corp.	810
Inland Steel Container Co.	17/51-52
International Oil Burner Co.	512-A
Ironer Div., Speed Queen Corp.	17/86-87
Ironrite Inc.	511-B
Jackson Industries, Inc.	17/118-119
James Mfg. Co.	17/78
Kalamazoo Stove & Furnace Co.	512-B
Kay Way Corp.	512-A
Kelvinator Div., Nash-Kelvinator Corp.	513-15-A
King Refrigerator Corp.	17/33-34
Landers Frary & Clark	547-B
Leonard Div., Nash-Kelvinator Corp.	513-15-A
Lewyt Corp.	17/K
Lindemann, A. J., & Hoverson Co.	17/P-42-43
Lanergan Mfg. Co.	514-B
Lanergan, Vincent J.	2953
Maine Mfg. Co.	17/37-38
Mengel Co., Cabinet Div.	17/83 & 104
Meynell Mfg. Co.	17/78
Modern Refrigerator Co.	17/100-101
Motorola, Inc.	505-7
Norge Div., Borg-Warner Corp.	521-22
Oakland Foundry Co.	546-C
Odin Stove Mfg. Co.	1438
One Minute Washer Co.	17/94-95
Palley Mfg. Co.	17/84-85
Perfection Stove Co.	17/110-112
Philco Corp.	127
Phillips & Burtorf Mfg. Co.	630-31
Plastroy Corp.	17/48
Premier Stove Co.	513-B
Prentiss-Wabers Products Co.	549-A
Presteline Div., Leeson Steel Products Inc.	447-48
Quaker Mfg. Co.	516-B
Queen Stove Works, Inc.	17/75-77

(Continued on next page)

**fedders**

## WATER COOLERS

are worth looking into



**because  
they'll bring you  
new business—new profits!**

Under restricted conditions of industrial mobilization, don't overlook Fedders Water Coolers as a potent source of dollar volume and multiple cash sales to essential industries! Cutaway view gives the inside story of Fedders design featuring:

**STAINLESS STEEL TOPS  
AUTOMATIC STREAM CONTROL  
FOOT PEDAL OPERATION  
LESS THAN 14" FLOOR SPACE  
5 YEAR PROTECTION PLAN  
HERMETICALLY SEALED UNITS  
LUBRICATED FOR LIFE  
20 YEARS WATER COOLER  
KNOW-HOW**

**multiple sales  
multiple profits**

Bottle, bubbler, explosion-proof, air and water cooled models. Write and we'll rush full details.



# FEDDERS-QUIGAN

CORPORATION

57 Tonawanda St., Dept. EM-12, Buffalo 7, N. Y.

## EXHIBITOR LIST

CONTINUED FROM PAGE 103

RCA Victor Div., Radio Corp. of America	232-36 & 540-A
Regina Corp.	2146
Roper, George D., Corp.	529
Royal Vacuum Cleaner Co.	17/102-103
Samuel Stamping & Enameling Co.	548
Sanitary Refrigerator Co.	539-B
Servel, Inc.	536-B
Sigler Enamel Range Co.	17/39
Sparton Radio - Television Div., Sparks-Withington Co.	509-B
Speed Queen Corp.	530
Spicer's Gas Heaters Inc.	17/67
Stiglitz Furnace & Foundry Co.	17/61-62
Sunray Stove Company	17/44-45
Sutton, O. A. Corp., Vornadofan Div.	17/M
Tappan Stove Co.	518
Thor Corp.	508-B
United States Stove Co.	17/57
United Stove Co.	549-B
Waring Products Corp.	2953
Welbilt Stove Co., Inc.	520
Welch, W. W. Co.	17/40-41
Westinghouse Electric Corp.	501-3 & 542-43-B
Whirlpool Corp.	546-D
Winsted Hardware & Mfg. Co.	2953
Woman's Friend Washer Div. Central Rubber & Steel Corp.	17/53
Zenith Machine Co.	546-C

## NARDA Arranges To Offer RCA Institutes TV Course

The National Appliance & Radio Dealers Assn. has completed arrangements with RCA Institutes, Inc., to allow member dealers and the service organizations whose services they employ, to enroll in the Institutes' new home study courses on TV servicing.

According to NARDA president Mort Farr, the program is designed to (1) help retailers in TV areas upgrade the calibre of their technicians and train replacements and (2) help those in new TV areas convert present radio service staffs. "By entering into this agreement as an Association," Farr explained, "we are enabling participants to secure the best training program we could find covering all makes of receivers at a saving of over 22 percent."

## What's In a Name



THOMAS CIMINO, left, a salesman for Dale-Connecticut, Inc., receives congratulations from Harvey Alcott, treasurer of the firm, on winning a paid-up \$2500 endowment policy for his new-born daughter. Policy went to first Dale employee having a daughter and naming her Dale.

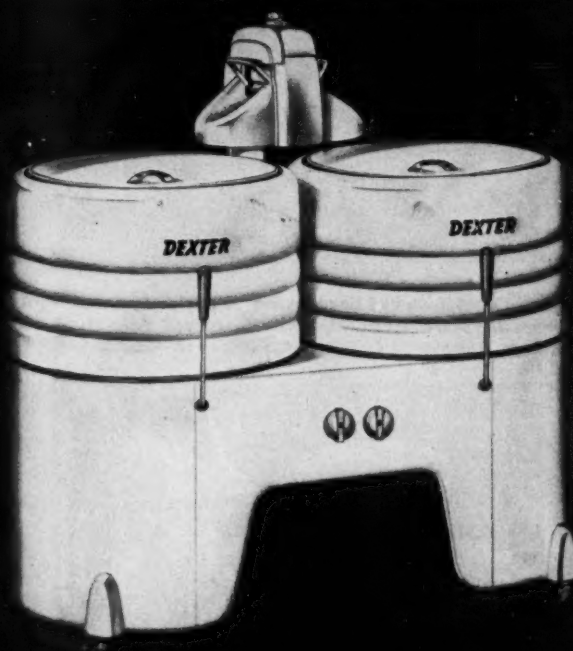
# DEXTER

## is a MONEY MAKER!!

**DEXTER** TWIN TUB  
THE WORLD'S ONLY  
*Exclusive* WASHER

*You've heard about it!  
You've read about it!  
Now See It!*

YOU ARE CORDIALLY  
INVITED TO COME IN AND  
SEE THE EXCLUSIVE  
DEXTER LINE AT THE  
SUMMER MARKET  
SPACE 14-103  
MERCHANDISE MART  
CHICAGO



DEXTER

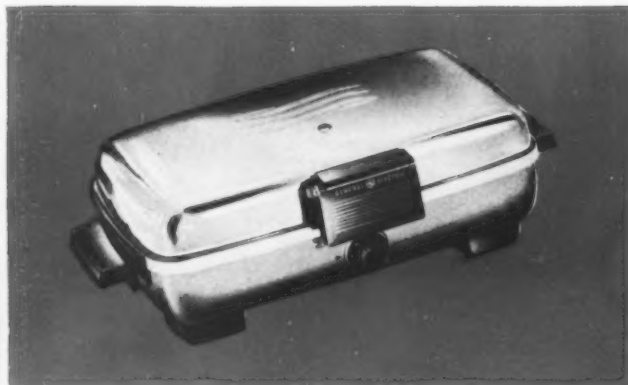


THE **DEXTER** COMPANY

MANUFACTURERS OF THE WORLD'S FINEST HOME LAUNDRY EQUIPMENT SINCE 1894



# Gift demand for G-E will



**America's most-wanted Combination Sandwich Grill and Waffle Iron. (G-40)** Makes four luscious waffles at once. Even fries bacon and eggs. *Automatic and Standard models available.*



**America's most-wanted Automatic Toaster. (T-81)** Will give your customers dependable service year after year. Keep it on permanent display. Brown or ivory base available.



**America's most-wanted Mixer . . . and the most handsome. (M-9)** G-E gives you 3 powerful beaters, built-in light and the best juicer ever. As a portable, weighs only 4 pounds.



**America's most-wanted Roaster. (C-24)** Bakes, broils, fries, roasts, steams—and keeps food warm. New heat-resisting glass window. Swell for small kitchen, and great for church suppers!

Specifications subject to change without notice.

**Perfect gifts . . . for  
every gift occasion!**

# be TERRIFIC...as usual!



**America's most-wanted Combination Steam and Dry Iron. (F-40)** Automatic push-button control. "Dial-the-Fabric" feature. "Iron with ease . . . press like a tailor!"



**America's Most-wanted Automatic Iron. (F-23)** Its features enable you to iron  $\frac{1}{3}$  faster than with older type irons. Also available: fully automatic G-E budget iron, and G-E Travel Iron.

**Again in 1951, it will pay you to feature the fastest-selling line... the line that made more money for you in 1950 than ever before!!!**

As a well-seasoned electric housewares man, we think you'll agree that you've never seen such an *overwhelming* demand for General Electric housewares as you saw in 1950.

If your department has been typical of those all over the country, you sold more General Electric housewares last year than you did of any other competitive brand.

## REMEMBER!

50% of electric housewares are given as gifts . . . so feature the appliances most people want most EVERY DAY!!

General Electric housewares—America's most complete line—are the very backbone (and a lot of the meat) of your electric housewares business.

You're really not in the electric housewares business if you're not *featuring* General Electric!

## Keep this in mind—always

When you order electric housewares, always place these two magic selling words—"General Electric"—in big letters on your order. It's your best insurance for a prosperous year.

General Electric Company, Appliance and Merchandise Dept., Bridgeport 2, Connecticut.

**You can put your confidence in—**

**GENERAL  ELECTRIC**

# 3 Sensational FANS FOR '51

Three beautiful useful fans you will want because they are right in the middle of this year's buyers' trend on design, price and application. It will pay you to investigate. Send for prices and literature.



**MODEL R. W. P.**—Reversible, adjustable window fan, two speeds, two sizes 12", 16". Available as a package with stand to convert fan to portable or as a window fan only. Actually three fans in one for price of one good fan.



**MODEL P12-16**—A jewel. Portable as a handbag, just as useful. Two sizes, two speeds. An easy seller, popular priced and the public wants it.



**RW20**—Electrically reversible 20" window fan—2900 cfm. The answer to demand for a fine powerful, quiet fan for a small home or apartment at a moderate price.



**SCHWITZER-CUMMINS COMPANY**  
VENTILATING DIVISION  
INDIANAPOLIS 7, INDIANA  
ENGINEERS AND MANUFACTURERS

*of Fine Fans*  
for over 30 years

30 other models Fresh-Air Makers in popular type fans and innumerable centrifugal blowers 5" to 25".

## Sad Song: Even Baseball On TV Fails To Up Sales

And the trade can't decide whom to blame or exactly what to do to snap industry out of slump

There was no joy in the television industry last month.

The return of major league baseball and the telecasts of Gen. MacArthur's New York and Washington visits—both of which were anticipated as possible stimulants for the trade—had failed to start sales moving upward again. The distress which had been felt by dealers and distributors for some weeks was now afflicting manufacturers.

As was the case the month before, there were varying ideas as to where the blame for the slump should be laid. Generally speaking, most trade sources agreed that the villain's address was Washington—though the industry tended to be divided on which government agency should get the most blame.

And, as was also the case in the previous month, the best solution to the slump was still a matter of debate. Some prices continued to come down but several firms, (including RCA, G-E, DuMont and John Meck) promised dealers that prices would be held until August or later. The most widespread remedy was also the most drastic—production cutbacks caused fairly severe layoffs of workers in various plants.

**The Villain.** The Federal Reserve Board (because of its credit curbs) and the Federal Communications Commission (because of its approach to the licensing of new stations) came in for most of the criticism last month.

The industry's most powerful trade organization, the Radio-Television Mfrs. Assn., took the trade's credit worries directly to the Federal Reserve Board in late April.

RTMA officials told staff members of the Board that some dealers have been forced into bankruptcy in recent weeks and that others are in financial difficulties due to large inventories and the inability of many buyers to meet credit requirements.

The RTMA had two solutions to the problem. First, it said, reduce down payment requirements from 25 to 15 percent, since furniture down payments are only 15 percent.

And second, allow trade-in allowances on TV receivers to be applied against down payment requirements, as auto dealers are permitted to do.

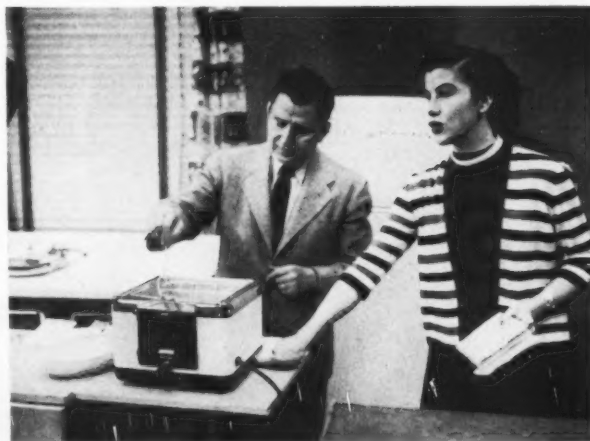
The industry was promised that its case would be presented to the Board within a week. But as May wore on Washington observers felt sure that there were not going to be any changes in Regulation W.

**Another Villain.** But a good deal of the blame for the industry's trouble was being laid at the door of the FCC. Typical of these complaints was that of Chicago Local 1031 of the International Brotherhood of Electrical Workers (AFL). Its president charged that the FCC could be blamed for causing mass unemployment in the industry by "persistently refusing to issue new permits to new TV broadcasting stations." The union official said that over 8000 workers had been laid off by set makers in the Chicago area alone by May 1.

The union has filed a comment with the FCC contending that station permits can be issued at once and that further indefinite delays "would have disastrous consequences."

(Continued on page 112)

### Fryer on TV



**NBC'S KATHI NORRIS** demonstrates the Presto "dixie fryer" on her noon-hour television show. The National Pressure Cooker Co. reported 44 sales of the newly introduced fryer on the same day as the result of the telecast.



Write  
or phone for  
more information  
on New '52  
Models



For '52 Models with "Buy Appeal"

## LOOK INTO Quicfrēz

**Real Sales Features** Now, offer your customers the home-freezer that gives them *MORE* storage space . . . uses less floor space, thanks to Quicfrēz engineering and use of high density insulation. Tell them about Quicfrēz low-cost and worry-free operation. And be sure to call your customers' attention to these other Quicfrēz features; special *extra-large* quick-freeze compartment, automatic interior light, distinctive chrome latch with built-in lock, feather-weight counter balanced lid, and baskets, dividers, separators at no extra cost.

**Distinctive Styling** Your customers will "go for" Quicfrēz beauty. Smooth rounded corners. Smart lines accented by debossed front panel, chrome trim and rich maroon and gold emblem. In style, features, and value . . . new Quicfrēz freezers are the best buy for *you* and *your* customers. Three models: 8.5, 13, and 16 cu. ft., offering wonderful sales and merchandising opportunities.

**Complete Line** Be sure too, to get all the facts on Quicfrēz value-packed refrigerators. Three sizes: 4, 6, and 8 cu. ft. Smart in looks. Loaded with features, AND PRICED RIGHT. See . . . Stock . . . and sell Quicfrēz . . . the line with "eye and buy" appeal. Made by a pioneer manufacturer of refrigeration equipment.

PRODUCTS OF SANITARY REFRIGERATOR CO.  
FOND du LAC, WISCONSIN

**Quicfrēz**  
REFRIGERATORS  
AND HOME FREEZERS

*Last Chance to Win - Make Extra*  
**EASY'S 3rd ANNUAL WINDOW**

**\$11700<sup>00</sup>**  
**IN CASH PRIZES**

**ESCAPE**  
from...  
Big Summer Washdays

Get your Speedy Stub  
**EASY**  
Spindrier Now!

**FREE DISPLAY !**

This 10-piece Display Kit ABSOLUTELY FREE to all contestants! You have everything you need to win a top prize right in this Kit. It's free if you sign an entry blank. Don't wait...do it now!

**EASY SPINDRIER**

# Sales Too - in DISPLAY CONTEST

**PUT IN AN EASY WINDOW  
FOR ONE WEEK—JUNE 11 to 25  
YOU CAN WIN UP TO \$500 CASH!  
EVERY DEALER WILL WIN  
EXTRA SUMMER SALES!**

Win up to \$500 in prize money and cash-in on extra summer Easy sales! That's what you can do if you enter Easy's Big 3rd Annual Window Display Contest. The

entire promotion is launched by big-time magazine and newspaper advertising and you tie-in with a sure-fire window display theme that's a honey!

**How can you win?** That's Easy. All you do is install an Easy window display for *one week* during the period of June 11th through June 25th. Build it around the theme "ESCAPE Big Summer Washdays". Take a picture of your window and enter it in Easy's \$11,700 Window Display Contest. That's all!

## 166 CASH PRIZES!

That's right! One hundred and sixty-six cash prizes. You may win up to \$500. No prize is less than \$25.00! Best of all, you'll cash-in on extra Easy Spindrier sales that'll bring you full profit! Don't miss out on this double-barrelled opportunity to make extra money! Schedule your window right now!

**Get your Entry Blank**—check the Official Rules. Get Entry Blank from your Easy representative or contact the factory today! Easy Washing Machine Corporation, Syracuse 1, New York.



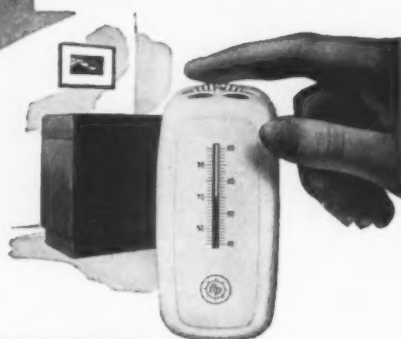
*This full page appears in the June 16th Saturday Evening Post. It can win you a cash prize and extra sales IF you tie-in with a June Easy contest window!*



# YOU CAN'T HELP MAKING MONEY

If you sell one of these famous space heaters

ALLEN'S  
BARNES  
BEYER  
COLE HOT BLAST  
COLEMAN  
COLEMAN (Canada)  
CREST (Canada)  
CUSTOM-AIRE  
DUO-THERM  
ENTERPRISE  
ENTERPRISE (Canada)  
ESTATE-HEATROLA  
FINDLAY (Canada)  
FLORENCE  
H. C. LITTLE  
HERCO (Canada)  
INTERNATIONAL  
JUNGERS  
LACO  
LONERGAN  
MAGIC CHIEF  
MONARCH (Canada)  
MONARCH  
MONOGRAM  
NESCO  
NORGE-HEAT  
PERFECTION  
PREWAY  
QUAKER  
SAFEWAY  
SIEGLER  
SILENT FLAME  
SUPERFLAME  
TORRIDAIRE  
WASHINGTON  
FRUGAL



## PLUS ALL THE LUXURY OF AUTOMATIC HEAT... WITH LOW-COST, EASY TO SELL A-P COMFORT CONTROLS

Yes, if you sell one of the famous-make space or trailer heaters listed here you can offer every customer the luxury of true automatic, thermostatically controlled heat! This means easier selling, because you can offer comfort and convenience equal to the most expensive kind of heating, with no wasted heat — and substantial fuel savings!

What's more, this easy-to-sell comfort means **ADDITIONAL PROFITS** for you. Write now for Bulletin T-2 on A-P Comfort Controls.

### EASY TO INSTALL



There's an A-P Electric or Mechanical Comfort Control actually engineered to fit these heaters. Just mount conversion top on present manual control; connect to thermostat and plug-in transformer. Mechanical thermostat even eliminates wiring!



**DEPENDABLE Controls**

A-P Comfort Controls are designed and built to exact space-heater specifications by A-P Controls Corporation — for 19 years America's foremost manufacturer of controls and valves for oil and gas-fired furnaces and space heaters. Makers of famous A-P valves, controls and accessories for refrigeration equipment.

## A-P CONTROLS CORPORATION

(formerly Automatic Products Company)

2400 N. 32nd St. • Milwaukee 45, Wis.

In Canada: A-P Controls Corporation, Ltd., Cooksville, Ontario

### On the Brooklyn Team



**MANUFACTURER ALEX LEWYT** gets a baseball autographed by the entire Brooklyn baseball club from Pee Wee Reese and Roy Campanella. The ball was a token of the team's support of the Greater New York Fund in behalf of 423 health, welfare, family and hospital services. Lewyt is chairman of the Brooklyn campaign for the Fund.

### Sad Song for TV

CONTINUED FROM PAGE 108

But trade sources conceded that it would be some time before any appreciable number of new stations took to the air.

**The Price Picture.** Admiral, which the month before led the way for many manufacturing in reducing prices, came up with another gimmick in mid-April. Inaugurating what it called its "two millionth television set jubilee", the firm outlined a plan whereby the dealer could give away a \$90 radio-phonograph with purchase of a TV console. Depending on the type of console he ordered from his distributor, the dealer could obtain one of the radio-phonographs for nothing or for only \$14.95, approximately one-quarter of the usual price. In addition, for every console ordered on or after March 3 and which was still in inventory the dealer could order a combination for \$29.95.

Emerson got into the act with a May 1 reduction of from \$15 to \$145 on its entire line. A 14-inch table set selling originally this spring at \$219.95, then cut to \$179.95, was again pared downward, this time stopping at \$149.95. The new prices, however, were less excise tax and warranty while the previous list prices included both of these charges.

But in what it called a "dramatic step to strengthen and stabilize market conditions", RCA Victor on April 30 told dealers that it was guaranteeing its current factory prices until August 1. At the same time the company promised that it would introduce no new TV models before that date. (G-E has guaranteed its TV prices until September 10.)

Three days later, RCA Victor vice-president J. B. Elliott told a Pacific Coast audience that "a stock of television receivers today is

money in the bank tomorrow" and warned dealers that those who resort to "dumping" will be "making a serious mistake, one they will seriously regret."

**UHF Quiets Down.** The first wave of comment stirred up by the FCC's allocation proposal had died down last month. One more firm (General Electric) announced that it had developed a "translator" enabling its present sets to be tuned in on UHF broadcasts when available. The G-E converter looks like a small table radio and can be installed by the set owner in most cases.

G-E made news on the other end of the UHF picture by announcing that it was testing a new low-cost UHF transmitter designed especially for small town stations. The new unit would sell for between \$75,000 and \$100,000.

Meanwhile, RTMA president Glen McDaniels told an Albany audience that "it seems that the prospect for UHF stations should immediately encourage rather than discourage the purchase of (present day) sets". He based this conclusion on three premises:

(1) No present set, he said, will be made obsolete by the advent of UHF.

(2) Therefore, in communities which now have television, there is no point in the customer's waiting for new stations to be built because he could be enjoying present telecasting in the VHF band.

(3) A customer waiting to buy a VHF-UHF set would be choosing a course which required him to pay extra costs of the UHF band when he has no assurance as to when UHF stations will actually be built in his community. In the interval, the extra investment may be wasted, McDaniels contended.

# WHAT'S THE ATTRACTION



**The Hottest Merchandising Idea in Kitchen History**  
**"Mrs. America" Complete Package**

## American Kitchen

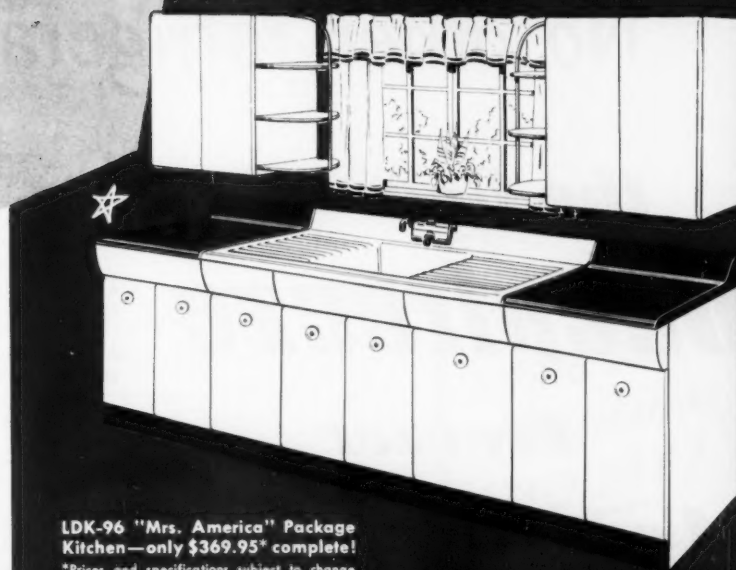
**ONLY \$12.51\* A MONTH**

If big sales and high profits attract you—look into the American Kitchens business. Everybody's talking about this great merchandising idea—bringing a complete 8-foot American Kitchen within the budget range of everyone—making a kitchen as easy to buy as buying a refrigerator. It's a profit package—a whale of a selling idea that smart dealers are using to their advantage.

The big "Mrs. America" package is only \$369.95 complete—\$37 down—\$12.51 a month\*. Anyone with an 8-foot wall and \$37 can now have a modern worksaving kitchen.

And look how American Kitchens backs dealers in this big selling campaign.

Thousands of coupons have poured in from the new, different national advertising. Those coupons—live leads—are sent direct to dealers. Campaign running in leading magazines throughout the nation. 13 new, one-minute color movies, 26 TV spots. New dealer identification program. Automatic mailing program. Don't miss this selling opportunity. Mail the coupon today!



LDK-96 "Mrs. America" Package Kitchen—only \$369.95\* complete!

\*Prices and specifications subject to change without notice. F. H. A. terms effective at time advertising was prepared.

### American KITCHENS

See Us at the Show  
1476 Merchandise Mart

**DON'T MISS THIS AMAZING PROMOTION! MAIL TODAY!**

American Central Div., Dept. EM-6,  
AVCO Mfg. Corp., Connersville, Ind.  
I'd like to get in on the American Kitchens  
new Spring Promotion. Please have my distributor see me.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

County \_\_\_\_\_ State \_\_\_\_\_

AMERICAN CENTRAL  
DIVISION



CONNERSVILLE  
INDIANA

# Exclusive *Deepfreeze*

TRADE-MARK REG. U. S. PAT. OFF.



No other refrigerator has it...

***the Genuine***  
***Deepfreeze***  
***Freezer***  
***Compartment!***



● Sure, there are lots of good refrigerators on the market. But you can tell your customers that only *one*—the new *Deepfreeze* Refrigerator—offers the genuine *Deepfreeze* Freezer Compartment that stores more than 50 lbs. of frozen food and actually keeps ice cream *hard!*

Separate freezer shelf inside the freezer compartment assures a plentiful supply of dry, hard ice cubes at all times. Ice cube trays and big dessert tray are standard equipment.

Below the freezer compartment is another *Deepfreeze* "extra"—the insulated, full-width Frozen Storage Drawer that stores packaged frozen foods, meats, and quick-chills salads.

Your customers want to know about these *Deepfreeze* advantages, together with the ones on the opposite page. Pointing them out and describing them will lead to more sales and profits for you.

The famous trade-name *Deepfreeze* alone is a potent selling "plus." Every customer recognizes it instantly—because it is known the world over as the name of the *leader* in low temperature appliances... the *pioneer* name in home freezers.

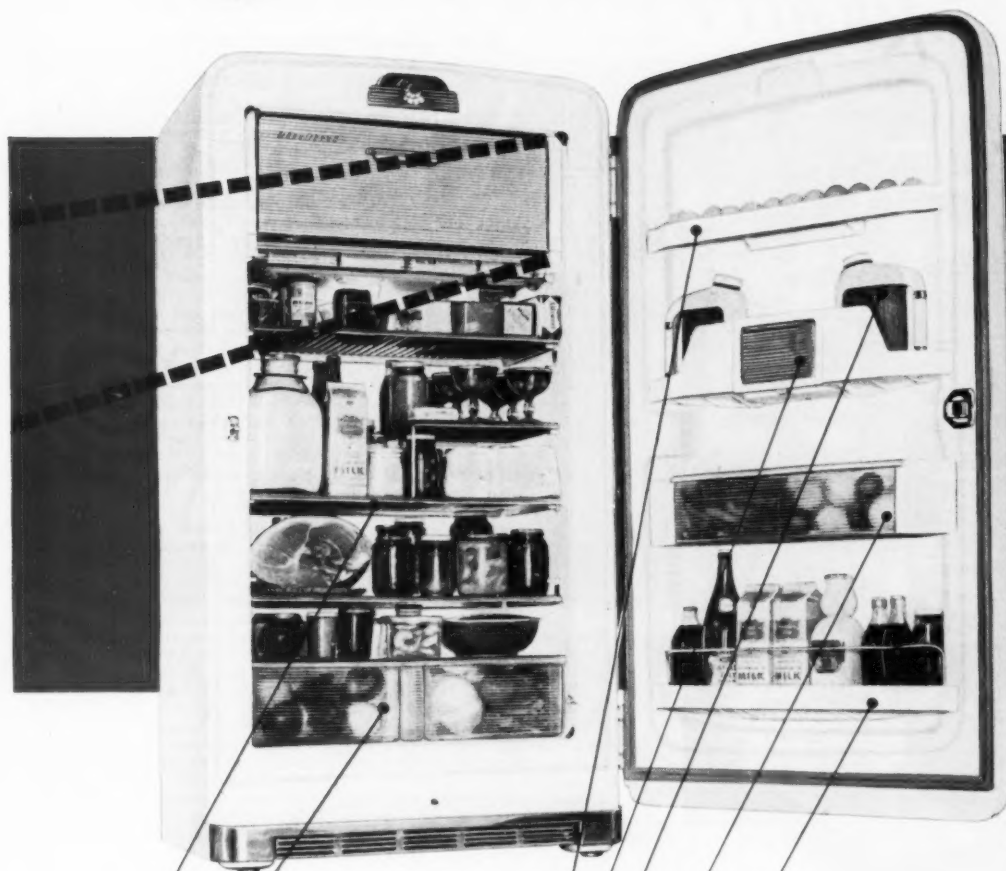
If you're selling *Deepfreeze* Refrigerators now, put this powerful sales story to work! If you're not, write us or see your *Deepfreeze* distributor for full information on the valuable *Deepfreeze* franchise!

© 1951 *Deepfreeze* Appliance Division, Motor Products Corporation.

Complete line of 6 models, 7 to 11½ cu. ft.



# Refrigerator Sales Features!



*"The Door  
that stores  
MORE!"*

## ● RUSTPROOF SHELVES!

Easy to clean. Flexible arrangements provide maximum storage for all items, including gallon milk bottles, turkeys, large hams. There's a space and place for everything.

## ● TWO HIGH HUMIDITY CRISPERS!

Transparent—contents visible from above as well as from front. Keep more than a half-bushel of fruits and vegetables fresh and crisp. Slide in and out with a touch!

## FIVE-YEAR PROTECTION PLAN



One-year warranty on the refrigerator—plus an additional four years' protection on the hermetically sealed, dependable mechanism.

● **EGGSTOR**—keeps eggs at your fingertips, yet protects them from breakage.

● **BUTTER BOX**—keeps butter "spreadable." Holds one pound. Eliminates trying to spread hard butter.

● **HANDY JUGS**—exclusive with Deepfreeze! Hold juices or water ready for instant use. No more fumbling with jars and makeshift covers.

● **HANDY BIN**—exclusive with Deepfreeze! Transparent! For storing small greens, fruits and vegetables that might get crushed in large crispers. Easily removed—just slip it out!

● **BOTTLESTOR**—Easy-to-reach storage of tall quart beverage and milk bottles.



*See Your  
Distributor  
**TODAY!***

Go Buy the Name **Deepfreeze** Refrigerators

TRADE-MARK REG. U. S. PAT. OFF.

HOME FREEZERS • REFRIGERATORS • ELECTRIC RANGES • ELECTRIC WATER HEATERS

All Products of Deepfreeze Appliance Division, North Chicago, Illinois

Specifications subject to change without notice.



Designed to meet the trend toward more compact kitchens, the Wagoner Model 2000 offers all the important advantages of larger, costlier electric ranges. One piece, stainless, acid-resisting porcelain top; oven heavily Fiberglas insulated all 6 sides; automatic positioner holds door ajar when broiling; overall size 17 x 17 x 20... and lots of other important features, too!

**Write today for  
FREE CATALOG**

Also available, in addition to the deluxe model (above), in standard model to retail at about twenty dollars less. Both models illustrated and fully described in our latest catalog.



**AMERICA AND SOUTHERN CORP.**

1000 Sixth Avenue South, Dept. E-651  
Nashville 10, Tennessee

## Makers of Four Appliances Set New Records in March

**First quarter output indicates  
that defense effort has not yet  
been felt by appliance industry**

There may be ways of proving that the appliance industry was affected by the defense effort in the first three months of 1951.

But production figures for the period aren't among them.

Instead, figures like these tend to prove that, production-wise, at least, the industry never had it so good.

—In four major appliance fields (refrigerators, ranges, freezers and dryers) production in March rose to all time peaks and first quarter totals also passed all previous first quarter records.

—Another appliance (ironers) was ahead of 1950's first quarter, although behind records established in 1948 and 1947.

—And despite backing up of sets at retail and wholesale levels, television receivers continued to pour out at a record clip.

**The Records.** Top performance in March was turned in by refrigerator manufacturers, who turned out 591,000 units, 168,000 better than in February and 5,000 ahead of March last year, the previous record month. First quarter output was 1,503,476 units, 80,000 better than in 1950.

Range manufacturers did much the same thing in March, reversing February's downward trend by turning out 162,000 units. This was 38,000 better than February, 17,000 better than March last year and 4,000 better than the previous all-time high set in June of 1950. First quarter production was 418,000 units, also a new high, 56,000 better than 1950's previous mark.

Freezer production in March shot up to almost 78,000 units, 14,000 ahead of February, 26,000 ahead of March a year ago, and a little more than 1,000 ahead of August, 1950, the previous record month. Quarterly production was 213,000 units a whopping 73 percent ahead of the first quarter last year.

Records mean less to the infant dryer industry than to the longer established appliances, but dryer manufacturers followed the trend of their older brethren by turning out a record-breaking 44,000 units in March. That was 8,000 better than February, 17,000 ahead of March a year ago and 3,000 ahead of December, 1950, the previous high month. Quarterly production was 70 percent ahead of 1950.

Water heater production in March reached the 84,000 mark and was only 700 units below the record set in 1947. Three-month output was 34 percent ahead of 1950.

**Cleaner Plateau.** Vacuum cleaner production in the first three months of the year reached something of a plateau. January output was 282,000; this fell to 261,000 in February

and rose to 290,000 in March. While not record-breaking, the quarterly production of 834,000 units was only 4.5 percent behind 1950 and was considerably ahead of 1949. March production this year, however, did not keep pace with 1950. The March output was 19 percent behind 1950.

Much the same was true of the washer industry. First quarter output was behind both 1950 and 1948 levels but was only 1.1 percent behind the 1950 figure. March production, however, was considerably behind March of 1950. Production of 368,000 washers was 13 percent behind last year.

**Falling Behind.** If you were determined to find an indication of hard times in the face of record-breaking business it could be done. The sudden boom in refrigerator output, for example, set an all-time record. But proportionately, the rise of March over February this year was not quite up to the increase of March over February last year. The same was true of ranges, freezers and dryers.

Auto and home radio manufacturers were the only producers to match last year's trends—in both cases the increases registered in March of this year were higher than those registered in the same month in 1950.

Ironer manufacturers turned out 34,700 units in March, a total which was eight percent below the same month last year. The March gain over February was not as great as in the same period last year; at the end of the first two months 1951 production was 19 percent ahead of 1950 but by the end of the quarter, total output was only seven percent ahead of the same period last year.

**TV's Picture.** Television set production in March rose sharply over February figures. The industry turned out 874,000 sets, over 195,000 units better than in February. The March production figure was 27 percent ahead of the same month last year while quarterly production (2,199,669) was 37 percent ahead of 1950. (But trade sources agreed that as April wore on TV output was falling off from previous levels.)

Radio production passed the million mark in March, an output not achieved in any month of 1950. March production was 43 percent ahead of 1950 and quarterly production was 40 percent ahead. Auto radio production climbed to 545,000 units in March, 22 percent better than last year while portable radio output dropped behind 1950 figures. Set makers turned out 147,000 portables in March, almost 22 percent behind March last year but considerably ahead of February this year.

# WHEN AMERICA MOVES OUTDOORS

*sell the TV  
they can  
take along*



Model 4080T

## Arvin TV ONLY \$129<sup>95</sup>

Plus Federal Tax and Warranty

**perfect for porch, patio or terrace!**

- Weighs only 40 lbs.—easy to carry!
- Antenna included—just plug it in!
- The ideal "second set" for any family!
- No-Glare 8½-inch "Black" Tube gives clearer picture!
- Just 2 easy controls—simple as tuning a radio!
- Handsome cabinet, choice of three House & Garden colors: Mahogany, Willow Green, Wheat Blond.
- Service-free AC circuit.

Arvin 4080T is the hottest promotional set in the industry. It's a born business-builder for summer when your customers are getting out, away from their big TV sets. Order now for immediate delivery.

**See it in SPACE 441-442  
American Furniture Mart, Chicago  
June 18th to June 28th**

*Television and Radio Division*



### **Sell it for porches!**

Arvin 4080T is easy to move, fits almost any table, plugs into any electric outlet. It's a natural for outdoor pleasure!



### **Sell it for terraces!**

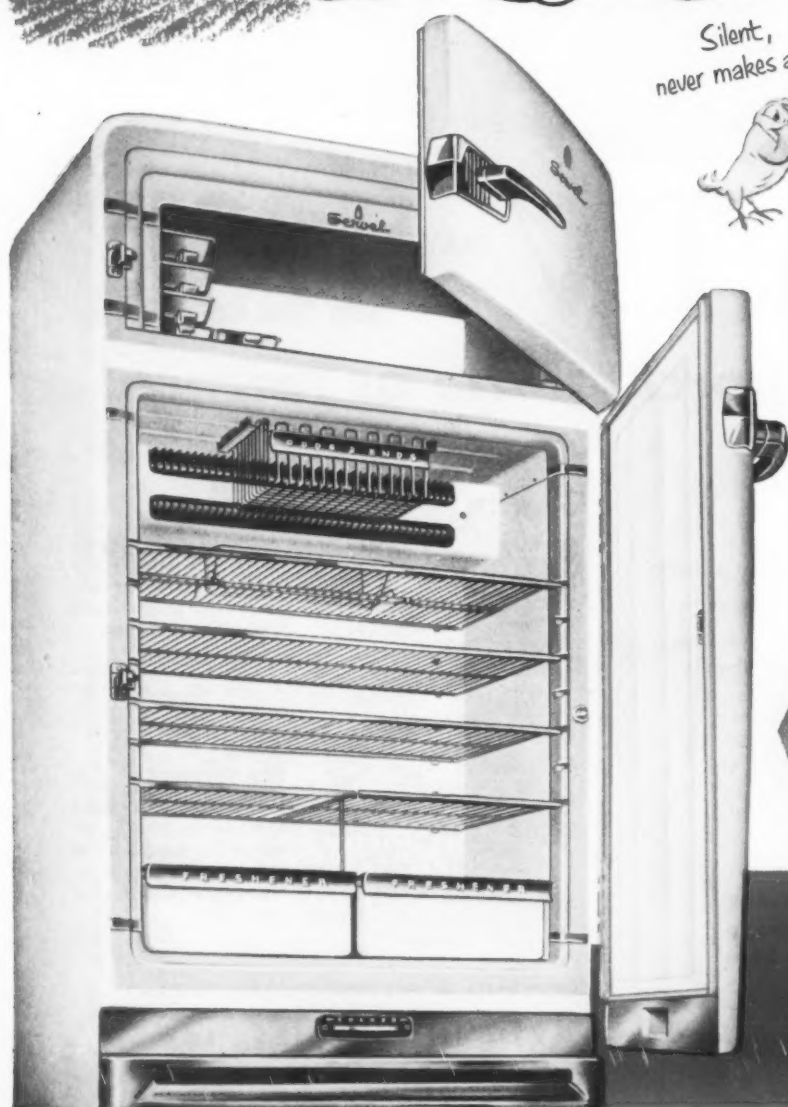
Show your customers how Arvin 4080T can add to the enjoyment of fine summer evenings, wherever an electric cord can reach!

Phone, write, or wire for distributor's name.

**ARVIN INDUSTRIES, Inc.**  
Columbus, Indiana (Formerly Noblitt-Sparks Industries, Inc.)



Every powerful sales  
is yours with the great



Silent,  
never makes a peep!



World's longest  
freezing-system guarantee...  
10 full years!



Like magic!  
Bigger inside!  
Smaller outside!



A model for  
any size family...  
any size kitchen!

No moving parts  
to monkey with!



# feature you could wish for new **SERVEL**



**It's marvelous... it's motorless...  
it's modern through and through**

EVER GET STUMPED for clinchers to impress refrigerator prospects when you're trying to promote a sale? It's a problem of the past when you carry the sensational new Servel.

The list of advantages this refrigerator can offer stretches from here to your nearest customer's kitchen. A complete change in engineering design has made it much roomier inside, yet smaller outside. So now there's actually about one-third more refrigeration space in the same floor area. And with this new Servel you can offer prospects a choice to make their heads swim. There are *eight* strikingly handsome models—a size for any family, any kitchen.

The magnificent Royal Tudor, leader of the new Servel series, has all of today's convenience fea-

tures and some of tomorrow's. There's a spacious full-width evaporator with its own exterior door... twin Dew-Action Vegetable Fresheners... even a thoughtful "Odds and Ends" Basket.

Above all, every one of these advanced-design refrigerators features Servel's exclusive "Hidden Half"—the famous motorless freezing system that hasn't a single moving part to get noisy, or break down and cause customer complaints. It's the only freezing system you can sell with a full *Ten-Year Guarantee!* So save that wishbone for a needier project. With Servel you have all the sales equipment you need to keep your order pad rustling.

For full details write to Servel, Inc., Dept. O-16, Evansville 20, Indiana.

SEE US AT THE FURNITURE MART, ROOM 536B

**It's the "HIDDEN HALF"  
that means it  
stays silent, lasts longer**

**STAYS SILENT — LASTS LONGER**  
**Servel**  
**The Motorless Refrigerator**  
GAS OR ELECTRIC OR KEROSENE

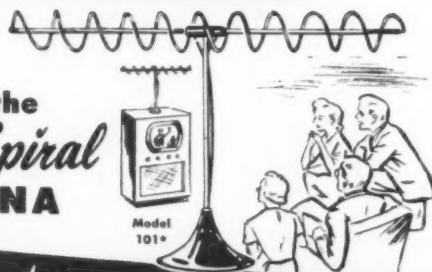
# Better Reception

## —on every Set!



**Hi-Lo at the  
OPERA**

**Feature the  
Hi-Lo TV Spiral  
ANTENNA**



**for the best indoor TV reception!**

You will actually want to wear white tie and tails with the vivid portrayal of the finest operatic scenes . . . brought to fullest realism by the remarkable reception of the revolutionary Hi-Lo TV Spiral Antenna.

Here is the completely different indoor TV Antenna that will completely satisfy your customers. Your profits will rise with this new high in fidelity.

**ORDER Hi-Lo TV Spiral ANTENNAS today!**

**Don't forget . . . the HI-LO OUTDOOR TV SPIRAL ANTENNA!**

\*U. S. Patent No. 2,495,579  
Canadian patents 1961



**Hi-Lo TV ANTENNA CORP.**  
3540 N. Ravenswood • Chicago 13, Illinois

## Canadian Retailers Face New Credit Curbs, Taxes

**Public protests against new curbs increase; dealers intensify their merchandising as sales fall off**

CANADIAN appliance dealers are now operating under unprecedented credit controls and carrying tax burdens which have led to a wave of protest by residents from coast to coast.

The protests have been aired in the House of Commons in Ottawa and given wide coverage in the Canadian press. Dealers, meanwhile, have been forced to resort to intensified merchandising efforts to achieve a profitable volume of business under the new controls.

Within several weeks' time the Canadian government has imposed new credit controls on appliance sales, placed heavier excise taxes on such sales and boosted the general sales tax. Trade circles, meantime, look for production schedules and deliveries to be thrown out of balance by uncertain supplies and replacements.

**The Controls.** The minimum down payment on appliances calls for a third down (but not less than \$10 in any case), with the maximum period of credit restricted to 12 months and minimum installments set at \$2.50 weekly or \$10 per month.

Excise taxes on appliances have been increased from 15 to 25 percent and a new excise tax of 15 percent has been imposed on ranges, refrigerators and washing machines. In addition, the general sales tax has been raised from 8 to 10 percent.

Among other factors complicating the picture for Canadian appliance dealers is an expected 20 percent cut in the use of steel for civilian goods.

**Sales Slump.** All these factors have brought a slump in sales, especially among higher-priced appliances. Canadian dealers have, however, met the slump with stepped-up merchandising efforts.

Many dealers are spending more

heavily than ever before on advertising, with many ads emphasizing possible shortages of appliances in the future. Some dealers are showing a willingness to accept smaller unit profit in order to get a larger turnover. Others are charging no new taxes on present inventories and are using radio and newspaper advertising to stress this.

One obvious reason for today's intensified merchandising among Canadian dealers is the large inventories which are creating financial headaches for many stores faced with heavier buyer resistance. It appears that many Canadian dealers are financing their stocks themselves and have large sums of money tied up in these inventories.

At the annual convention of the Canadian Assn. of Radio and Appliance Dealers in April one speaker told the group that credit controls alone had cut sales approximately 25 percent. Other speakers told the dealers that inventories will have to be reduced to normal levels and retailers were advised that there is no need to stockpile for possible shortages.

In view of current conditions and in order to minimize the impact of controls, manufacturers are stepping up production of smaller models of appliances while cutting back output of the larger sizes, thereby supplying less expensive lines which might sell despite higher taxes and credit controls.

**Outlook for the Year.** Many authorities now believe that 1951 appliance volume will be better than anticipated, despite the buyer resistance which has developed as the result of new controls. The determining factor in 1951 volume will probably be the ability of the manufacturers to produce appliances rather than the amount of merchandising needed to move them.

One long range result of the merchandising efforts by dealers is a growing conviction in the minds of the public that appliances should be designated as necessities rather than luxuries. There is a growing belief that this may lead to policy changes which will help secure scarce materials and labor for appliance production despite the defense program.

### Egyptian Tuff Guy



**Adopt "Profit Through Change" As Western Market Slogan**

**NICHOLAS G. DIAB**, managing director of the Building and Engineering Supplies Co., Alexandria, Egypt, models a Westinghouse "tuff guy" cap and apron as he completes a course at the firm's electric range selling school.

Emphasizing the opportunities as well as the problems faced by the retailer as a result of today's rapid changes in supply, price and consumer buying, the Western Summer Market, scheduled for July 16-20 in San Francisco, has adopted the theme of "Profit Through Change".



**More for the customer's money with**

# Preway

## Oil-Burning Circulators

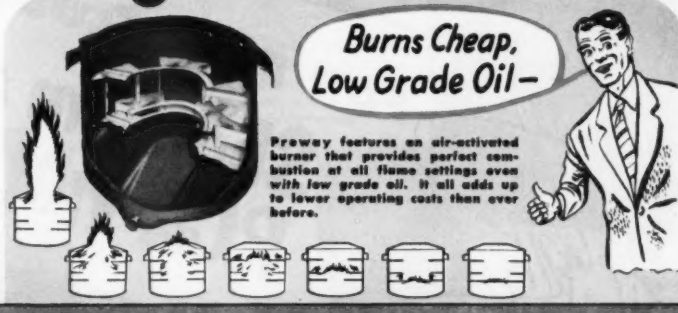
**SPACE 549A**

American  
Furniture Mart  
Chicago



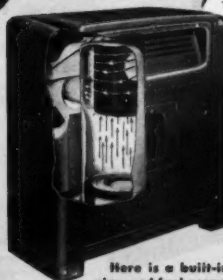
**PRENTISS WARNER PRODUCTS CO.**

9651 SECOND STREET, N., WISCONSIN RAPIDS, WISCONSIN



Preway features an air-activated burner that provides perfect combustion at all flame settings even with low grade oil. It all adds up to lower operating costs than ever before.

**Save Fuel With a Heat Miser**



Here is a built-in, well-engineered fuel economizer that adds substantially to heating capacity.

**Weather Wizard a Heat Propeller**



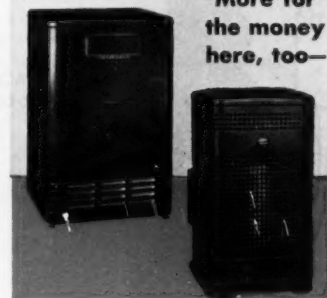
Preway offers, as optional equipment, a powerful blower attachment that carries heat on to distant areas. It greatly increases heating efficiency.

**powerhouse space heaters  
that give you dominant value**

In appliance merchandising the two greatest factors in closing the sale are *performance* and *price* . . . in a phrase, *giving the customer more for his money*. This golden rule of successful retailing explains why Preway is again selling out this season . . . for dealers who have carried this line in the past have, by their early orders, made sure of retaining their competitive advantage in the months ahead.

Study the Preway features highlighted here — each one an engineering first that beats the best that others offer — and you'll know why Preway is the hardest-hitting, fastest-growing line of oil-burning circulators. Information is yours for the asking . . . and the Preway heaters for the market of 1951 will carry you out in front by an ever greater margin.

**More for  
the money  
here, too—**



# 13 Selling Hints for

**FOR FAST CLOSURES . . .**  
**Show 'em an**  
**RCA VICTOR First**

**Try these tested  
 and proved selling hints today—**



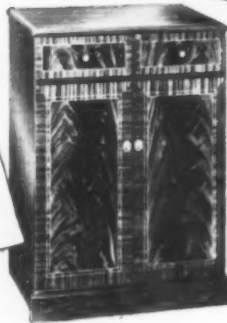
X551



The Highland  
(7T112)



45J2



The Regency  
(7T123)

**"Don't  
 Miss these  
 Television  
 Shows!"**



**ONLY RCA VICTOR HAS  
 THE "GOLDEN THROAT"**

Display a "Victrola" 45 record changer attachment plugged into RCA Victor television and radio sets. It makes a "bargain" offer!

Let your serviceman take along and sell an RCA Victor portable when making repairs in customers' homes.

Add a "P.S." to all your customer correspondence asking, "Incidentally, have you seen the new RCA Victor portable radios?"

Feature prominently in traffic spots the programs for the week with this lettering . . . "DON'T MISS THESE TELEVISION SHOWS!"

During this big portable season ask every customer to pick up the "Victrola" 45 Personal phonograph by its convenient carrying handle. Display it open and closed.



BX57



BX6



45EY3

ONLY RCA VICTOR MAKES THE "VICTROLA"

"Victrola"—T.M. Reg. U. S. Pat. Off.

**RCA VICTOR—World Leader in Radio**

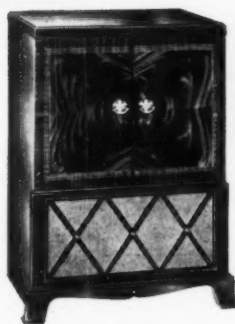
# Bigger Profits in June!



Show the graduation and wedding gift buyer the RCA Victor "personal" radio. It's a "cinch" to sell every time!

B411

The New Fairfield (7T122)



Leave "LIFE" magazine atop the Fairfield. Open it to the ad featuring this best-selling RCA Victor television console.



The Newport (7T103)

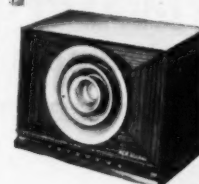


The York (9T105)

When customers balk at the price of a console, show them the table radio 9X571 before they get away. It features a big "console-size" 8-inch speaker.



45W10



9X571

Cash in on special telecasts—use the Newport in RCA Victor home demonstrations. It's an easy-to-manage, top-performing instrument that really sells TV.

Go after your former small-screen customers to sell them the big 19-inch RCA Victor console—the Hillsdale!



The Hillsdale (9T126)

Display a small-screen trade-in set alongside the 19-inch RCA Victor York—big-screen television's top table model value.



Keep a "Victrola" 45 table phonograph playing softly by the cash register to get plenty of demonstrations... plenty of sales... plenty of repeat business with records.

45EY2

## RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA



... First in Recorded Music ... First in Television





**This Little Box Helps  
sell the Big Ones!**

## **FROSTOFOLD – Frozen Food Containers . . tried and proven freezer selling tools – and extra traffic builders**

Prelined Frostofold Pint and Quart Containers provide the **quickest, easiest, most efficient way** to home package foods for freezing. That's why Frostofold is **approved** by Good Housekeeping—highly **recommended** by leading home economists and freezer manufacturers – **preferred** by millions of consumers! . . . And **that's why** it has proved to be such a practical freezer selling tool!

Frostofold combines a sturdy outer container, for mechanical protection, with a **built in inner liner**, to scientifically protect all kinds of frozen foods – also, pre-cooked foods of every type. Its rectangular shape saves freezer space, makes storing simpler. Let Frostofold help **you** show customers how easy it is to home package foods **properly** for the **most efficient** use of the freezer **you** sell!

Frostofold gives you a big **extra plus** in profits and store traffic by bringing women back regularly for repeat purchases of Frostofold packaging supplies. The full line of Frostofold materials also includes: A Complete Food Packaging Kit, Pint and Quart Polyethylene Bags, 6-lb. Poultry Bags and Stockinette. Order nationally advertised, consumer-preferred Frostofold materials **now**—through leading appliance distributors—or direct from The Interstate Folding Box Company • Middletown, Ohio



## **Manufacturers Step Up Promotions As Buyers' Market Fails to Appear**

**Appliance and TV firms announce plans  
for expanded ad, promotion campaigns**

With inventories still adequate—and in some cases even overloaded—appliance and television manufacturers last month were laying plans for extensive advertising and promotion campaigns for the summer months.

Here's how the plans of some industry leaders stacked up:

**Emerson.** The company has offered its distributors and dealers a half-hour show known as "Robbins' Nest", featuring disc jockey Fred Robbins. Emerson sales promotion manager Gerald Light said that the program has been selected by Emerson because it could be conveniently handled as a completely packaged show and contains features that are attractive for local exploitation. Open spots are left for local commercials and requests from local listeners.

The company has also arranged a unique promotional tie-up with Ringling Brothers, Barnum and Bailey circus. An over-size Emerson receiver will be used in a television skit in the circus and Emerson's sales promotion department has developed a strong program of merchandising tie-in for local dealers.

**Andrea.** The company has released a group of sales promotion items featuring "trouble-proof" performance with Andrea sets. Newspaper mats, set tags and silk banners are available.

**Du Mont.** A filmed dramatic series, the "Du Mont Royal Playhouse", is being sponsored by Du Mont's receiver sales division in 18 major TV markets. The films were prepared by Bing Crosby Enterprises specifically for television. Among the aims of the program is to provide top entertainment for set owners even during the summer time.

In addition, the firm has distributed kits for a "golden key" promotion built around the 19-inch Mount Vernon model in its line. The plan involves canvassers calling on prospects in a house-to-house survey and presenting the prospect with a key. The prospect visits the store and if the key unlocks a lock on the Mount Vernon model, the set is delivered and installed free for the key holder.

**Westinghouse.** The company has announced plans for a 13-week television show called the "Westinghouse Summer Theater" to replace "Studio One" during the summer months. It will be heard at "Studio One" times and will be carried over 51 stations. "Studio One" will return to the air September 17.

**National Pressure Cooker.** The firm has embarked on a nationwide promotion designed to push sales during the gift-giving season. The firm is using four color ads in leading consumer magazines and dealers are being supplied with special promotion material.

**RCA.** The RCA Victor division of Radio Corp. of America is sponsoring seven major radio programs each week on the full NBC network. The seven shows include two for which RCA Victor is sole sponsor: The Private Files of Rex Saunders, a mystery drama starring Rex Harrison; and Musical Merry-Go-Round. The firm is co-sponsoring "64 Question", The Boston Pops Orchestra, Screen Director's Playhouse, The Man Called X and The Magnificent Montague.

The RCA tube department has scheduled a "major" battery promotion for the 1951 season. Plans include commercials on six radio and TV shows. Six sales and servicing aids including store and window displays, a sales aid kit, a pencil and a battery "fact finder" have been made available to dealers.

**Arvin.** Two divisions of Arvin Industries, Inc., have cooperated in creating a package promotion for Arvin radio dealers. Retailers are allowed to buy Arvin metal-and-canvas folding chairs at a special price in quantities matching the dealer's present supply of Arvin 446P portables or new orders placed for sets. Dealers will merchandise the two items as a "sunshine special," offering the two products for \$22.50 (list on the two items would normally be \$25.90).

**Eureka.** The Eureka division of Eureka Williams Corp. has launched a national advertising campaign to back up a "highly successful" series of cooperative ads being run by dealers throughout the country. The ads are appearing in *Life*, *Saturday Evening Post* and *Ladies' Home Journal*. Each ad includes a coupon for a free trial.

### **Heads Armed Forces Group**



**WILLIAM J. HALLIGAN, Sr.,** founder and president of the Hallicrafters Co., Chicago, has been elected national president of the Armed Forces Communications Assn. The association is a group of citizens pledged to scientific and industrial preparedness in signal communications, electronics and photography.



# a HIT... every time at BAT!



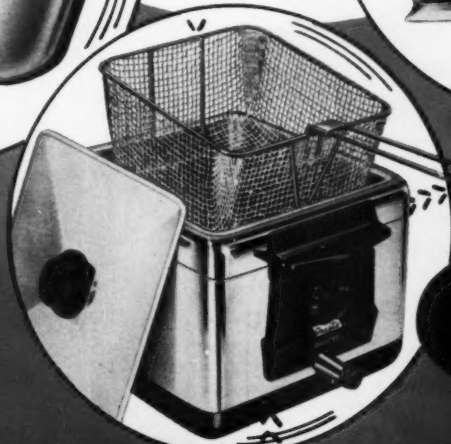
**FIRST TO BAT!...** PRESTO COOKERS . . . Lead the entire pressure cooker sales and profits league . . . have outsold and are outselling all other brands combined!

**NEXT UP!...** PRESTO VAPOR-STEAM IRONS . . . "All-star" in the steam-and-dry iron field since its introduction less than 18 months ago.

**ANOTHER SLUGGER!...** PRESTO DIXIE-FRYERS! . . . A sensational "rookie" in sales batting average . . . already among the leaders in the electrical housewares field. *Another star from the start!*



No wonder dealers everywhere are "PRESTO" fans from the first pitch . . . They know they're BACKING A WINNER!



**NATIONAL PRESSURE COOKER COMPANY**

General Offices and Factory: EAU CLAIRE, WISCONSIN

MAKERS OF WORLD FAMOUS PRESTO COOKERS AND PRESTO VAPOR-STEAM IRONS

Branch Factories: Los Angeles, Calif. • Wallaceburg, Ont., Canada

# This chart means more profits for you!

Only Free-Westinghouse gives you all these sewing features!

	FREE- WESTINGHOUSE	MAKE A	MAKE B
Snarl-proof stitching mechanism	✓	✓	✓
Full rotary, gear driven	✓	✓	✓
Sews forward and reverse	✓	✓	✓
Stitch-length control—in stitches per inch	✓	✓	✓
Built-in sewing light, glareless	✓	✓	✓
Floating presser foot—sews over pins, heavy seams	✓	✓	✓
Lightweight, full-size aluminum head	✓	✓	✓
Thread-tension dial—fingertip setting	✓	✓	✓
Knee control—sew at any speed	✓	✓	✓
Speeds to 1350 stitches per minute	✓	✓	✓
Powerful, built-in Westinghouse motor	✓	✓	✓
Complete set of 15 time-saving attachments	✓	✓	✓
Total value score	12	5	5

Millions of women will see this convincing sewing machine comparison chart in the biggest national advertising program in our history!

McCall's  
Good Housekeeping  
Farm Journal  
True Confessions  
True Story  
Forecast for  
Home Economists

**LOOK AT THIS SALES BUILDER!**

**\$49<sup>95</sup>**



It's new! It's great!

It's America's biggest sewing value. A brand-new, American-made lock-stitch portable with carrying case and attachments for the unheard-of price of only \$49.95. No down payment required. Only \$1.25 a week. Ask your distributor about this traffic and sales builder!

**Important  
Announcement**

A limited number of Free-Westinghouse dealer franchises is available in select territories. See your nearest distributor or write: Free Sewing Machine Co., Beverly Hills, California.



**Free-Westinghouse**

SEWING MACHINES

20-YEAR WRITTEN GUARANTEE • MADE IN U.S.A.



## Hurley Urges Parts Jobbers To Ask NPA For Replacement Priorities

Thor executive says washer industry must increase parts output 75 percent

The Appliance Parts Jobbers Assn. should ask the NPA for priorities on materials for replacement parts, Raymond J. Hurley, board chairman of Thor Corp., told the group's annual convention meeting in Chicago in mid-April.

The washing machine industry alone sees the need to increase repair parts production 75 percent over 1950 levels, Hurley said. He warned that there will soon be a marked increase in repair calls for home appliances and that unless government priorities are granted for replacement parts, many appliances cannot be properly maintained. Some such shortages have already developed, he added.

**Other Speakers.** Thor's Paul Welchans told the group that the jobbers needed a stocking list for manufacturers and that there was a lack of literature on servicing of current models. He said that a recent survey indicated that 44 percent of repair parts were being used on machines made since the war.

**Business Meeting.** During discussion periods the jobbers agreed that the cost of maintenance of automatic washers would be higher than with conventional machines.

Manufacturers attending the meeting pointed out that heavy buying of parts for old models has thrown their estimates greatly out of line. Manufacturers are unable to differ between scarce buying and actual needs but fear that inventories on parts for old machines will be built too high.



**RAYMOND J. HURLEY:** urges priorities for materials for appliance replacement parts.

Joseph L. Nagle of St. Louis was elected president of the group during the convention with Charles W. Smith of Chicago named first vice-president. Thomas B. Pritchard of Oklahoma City was elected second vice-president and Wilfrid L. Cloutier was re-named secretary-treasurer. New directors are George E. Arcand, Springfield, Mass., Kenneth Adler, Detroit, Daniel Phelan, New York City, Howard M. Parker, Los Angeles, Carl J. Roberts, Springfield, and John R. Gribble, Washington.

(FOR PICTURES, SEE PAGE 128)

## TV Trick for Iron Lung Vet



**POLIO VICTIM BOB McKENNA** of Rochester, N. Y. can now watch television broadcasts with ease from his iron lung in Strong Memorial Hospital. Forced to watch TV by means of a mirror, McKenna found he was seeing all the shows in reverse. Elwood G. Parmele, TV service manager of GESCO, Rochester, reversed the coil controlling the horizontal reception, thus providing picture in reverse, which is reflected properly in mirror. Roy Duffus and George Spillane, GESCO manager, watch McKenna enjoy the adjusted set.



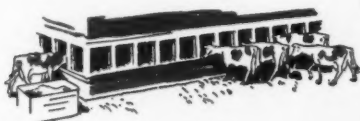
## One man runs factory!

Jay Peters, of Meriden, Iowa, is a cattle feeder. He converts hay, grain, minerals and water into beef.

Carrying feed for livestock is an age-old, backbreaking job on the farm. Faced with the current scarcity of hired men, Mr. Peters started from scratch and evolved a modern system.

Two central buildings are connected by a continuous shed which runs around two sides of the feed yard. Grain, corn and minerals are stored overhead in one building, chopped hay in the other . . . lowered by gravity to spouts which fill a monorail carrier suspended from the roof of the feeding shed.

The cattle are fed under cover twice a day, and can munch minerals and salt from outdoor self-feeders.



With his new plant, Mr. Peters singlehanded feeds the incredible number of 150 cattle! And in his spare time, is developing a self-feeding system for hogs!

**Farming is manufacturing** . . . and time-studies, plant layout, conveyors, material handling equipment, power tools and machinery, are as important on the farm as in the factory . . . to raise output, to lower costs, to make a good business better!

The farm manufacturer's wife is equally alert to labor-saving and step-saving efficiency in the home . . . utilizes the major electric appliances and dozens of kitchen aids . . . has more leisure for better living.

**Smart advertisers** won't pass over their best prospects! But advertising in general media misses much of today's choicest market—the nation's best farm families . . . needs **SUCCESSFUL FARMING** for its deep penetration!

**SUCCESSFUL FARMING** concentrates more than a million of its 1,200,000 circulation in the 15 agricultural Heart States, with the best soil, best equipment, largest investment, highest yields and incomes—50% more than the US farmer average. You're losing appliance sales if you overlook this market and medium! For full facts, call any SF office . . .

MEREDITH PUBLISHING COMPANY, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.



# There's money in the Air—



## sell the new **OASIS** Air Drier

with striking displays and  
nationally advertised free home trial!

It's the newest and hottest item in the home appliance field—the OASIS Air Drier, Ebco's answer to the damp basement problem!

It sold out completely last year as dealers converted 9 out of 10 home demonstrations into sales. Remarkable "try-before-you-buy" home test, gives your prospects a *pailful of proof*—right before their eyes—that the Oasis will take up to 3 gallons of water out of the basement air in 24 hours time!

**A dramatic and colorful display** for your store or window ties you directly in with this nationally advertised free home trial offer that your customers have read about in "Better Homes and Gardens," "House Beautiful," and "House and Garden." Bold, color-splashed window streamers stop passers-by, call attention to the display. A complete program of merchandising—newspaper mats, co-operative advertising, selling literature, tie you into this nation-wide Air Drier drive, and greater appliance profits!

### WRITE FOR MONEY-MAKING FACTS

"No more damp basements" is the good news that Oasis Air Drier advertising brings to the home owners of America! The Oasis plugs into any A.C. electrical outlet . . . No chemicals to handle . . . Ends damp basements, odor, mold, mildew, rusting, dripping pipes, sweating walls . . . Protects books, furniture, rugs, tools, clothes, machinery, etc., from damage by moisture and mildew . . . Makes basement living a pleasure the year round!

Write today for money-making facts, and your distributor's name.  
The Ebco Manufacturing Company, 405 W. Town St., Columbus 8, Ohio

# OASIS



The world's largest manufacturer  
of **ELECTRIC WATER COOLERS**

## Parts Jobbers Meet in Chicago

(Story on page 126)



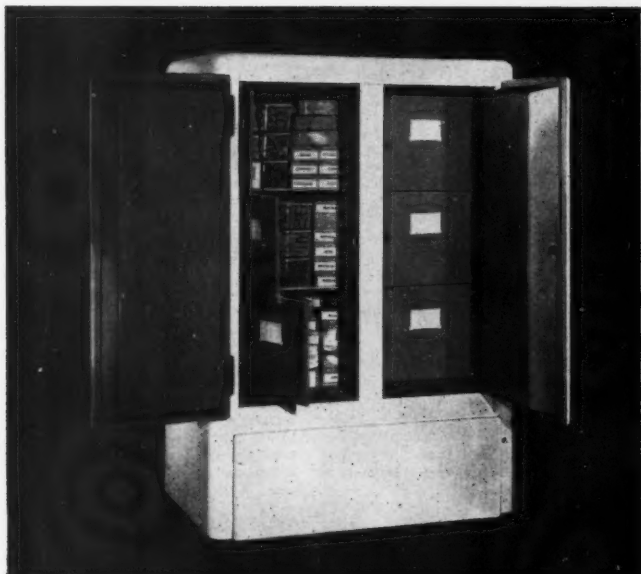
**NEW OFFICERS** elected at the group's mid-April meeting in Chicago include Thomas B. Pritchard, second vice-president, Charles W. Smith, first vice-president and Joseph L. Nagle, president.



**AT THE SPEAKERS TABLE** Paul Welchans of Thor gestures towards the camera while C. W. Smith, left, and John W. Krull of Apex look on.



**TWENTY-THOUSAND** items are shown in the catalog held by Harry Markow of St. Louis. At left is Ray Jones of Denver.



Harder-Frost Upright Models are available in 13.63, 18 and 30 cubic foot capacities.



Harder-Frost Chest Models are available in 13.21 and 18 cubic foot capacities.

# A great new factor in \* **NATIONAL STRENGTH**

**\*SINCE 1945** millions of American homes and farms have been equipped with home freezers.



In recent years the home freezer has become an important factor in the preservation of nourishing foods in America—helping to boost the health and strength of the American people to the highest level ever attained in a great country.

The Tyler organization—maker of Harder-Frost Home Freezers—is one of the leaders in this new industry. The home freezer contributes to the national strength in many ways, including the following:

- 1 The capacity of millions of home freezers means a great additional reserve food supply, always immediately available at the point of use.
- 2 The home freezer brings an immense gain in food value for the normal decline in vitamin content, which occurs even under conventional canning methods, is stopped by the quick-freezing process.
- 3 Food spoilage and waste have been drastically curtailed—in home freezers valuable foods can be kept longer, left-overs can be frozen and saved for later use.
- 4 Home freezers actually add to the food supply, for owners are able to raise and preserve much of their own perishable foods.
- 5 A tremendous saving of labor is attributable to the home freezer. Housewives can concentrate their meal-preparing chores—baking for weeks ahead or preparing whole meals in advance, and then freezing themselves for many types of defense work. On the farm greater efficiency is obtained because of this new frozen storage facility.

DEALERS, DISTRIBUTORS: Get in touch with  
TYLER FIXTURE CORPORATION, Miles, Michigan

Find out about the valuable Harder-Frost franchise and famous four-way savings.

**HARDER Frost**  
THE ECONOMICAL  
HOME FREEZER

TYLER





# HITCH YOUR WAGON TO A STAR *Salesman*



## MENGEL Wood CABINETS

Create Desire AND SALES

For Entire Appliance Line

**Y**ou make a good profit and add the free services of a capable salesman every time you sell an installation of Mengel Wood Kitchen Cabinets. The beauty and convenience of these cabinets serve to heighten the housewife's desire for other new equipment such as range, refrigerator, freezer, etc. It's the type of silent selling that can snowball one order into six.

There's a ready-made preference for Mengel Kitchen Cabinets, too, because they're made of wood—the material preferred by 8 out of 10 women. And that familiar Mengel label registers immediately with women who know fine furniture.

Yes, Mengel Cabinets are a logical addition to your line. They carry a furniture mark-up, involve no trade-ins, can be financed on 10% down and 30 months to pay. The fact these cabinets are made of wood assures availability in the months to come. And with Mengel's complete line you can meet your customers' varying cabinet needs.

Write, today, for all the facts, including name of your distributor.



Cabinet Division, Dept. EM-6

The Mengel Company, 1122 Dumesnil St., Louisville 1, Ky.

Gentlemen: Please send me complete information about Mengel Kitchen Cabinets. I am a \_\_\_\_\_ builder, \_\_\_\_\_ distributor, \_\_\_\_\_ dealer.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

## News Briefs

**Plan Consumer Expansion.** Gwilym A. Price, president of Westinghouse Electric Corp., told the firm's annual meeting of stockholders in April that a considerable portion of the firm's planning for the future was concerned with ultimately increasing the output of consumer products. Last year the volume on these goods was \$320 million. Over a five year period the firm hopes to raise this to \$500 million annually.

**Life Guarantee.** Tuners in Raytheon television sets now carry a lifetime guarantee on all parts except tubes, the "first time in the history of television" that such a guarantee has been extended to tuners according to W. L. Dunn, vice-president of Belmont Radio Corp.

**Sales Up.** Production of 33 percent of all magnetic recorders and a successful promotion of three-speed record changers for replacement of obsolete units have been cited by Webster-Chicago as the major factors in a 72 percent increase in sales during 1950. Sales for the year were a record-breaking \$19,086,151.

**International Distribution.** Youngstown Kitchens will be distributed internationally except in Canada, by Philco International Corp. The firm will handle the Youngstown dishwasher and a limited line of cabinet sinks and storage cabinets. Beatty Bros., Fergus, Ont., and Marshall-Wells, Ltd., Winnipeg, are Canadian distributors.

**Reveal Expansion.** The Coleman Co. plans a two million dollar expansion of production facilities this year to enable the firm to increase deliveries of military equipment and also assure substantial production of consumer goods. The firm also revealed that net sales in 1950 were \$33,794,847, second highest in the company's history.

**Research Agreement.** Philco Corp. and the Massachusetts Institute of Technology have announced a new agreement under which the participants will exchange information on research results in a variety of fields. The new program broadens and strengthens the existing ties between Philco and M.I.T.

**Record Quarter.** Sales of Sylvania Electric Products, Inc., in the first quarter of the year were the highest in the history of the company and double those of the same period in 1950. Less than ten percent of the quarter's sales represented defense order deliveries. February was the company's second largest month for shipment of television tubes but sales have dropped since that time.

**Distributor Panel.** A five man distributor panel of the receiver sales division of Allen B. Du Mont Laboratories, Inc., meeting in Colorado Springs in mid-April adopted a three point program calling for increased factory promotional activity, intensified merchandising at distributor and dealer levels and greater emphasis on service.

**Millionth Drill.** The one millionth quarter-inch "home utility" electric drill manufactured by the Black & Decker Mfg. Co. came off the firm's lines in early April. The production of the millionth unit came only five years after the first such drill went into production.

**Build New Plant.** Lewyt Corp. has announced plans to build a \$3,800,000 plant in North Hempstead, Long Island. The factory will employ 2,000 persons and will make a variety of electronic and electro-mechanical devices for the armed forces. It will add approximately 250,000 square feet to Lewyt's present facilities.

(Continued on page 132)

### Joining Air Force



**OFFICERS** of the 106th Photo Reconnaissance Squadron, an Alabama Air National Guard unit now on active duty, accept delivery on an 80 gallon White water heater. The squadron's medical officer had specified a constant source of hot water before the unit's mess hall could pass medical inspection. At left is Gordon VanderWeele of White's sales department and at right is Vincent Anderson of the White advertising department.



*they shop with the  
Journal in mind!*

**It's a fact! Nearly half your customers\*  
read Ladies' Home Journal . . . and come to you  
with Journal-advertised products in mind. If you  
want more customers, more sales, more profits—  
STOCK, PROMOTE, DISPLAY and ADVERTISE  
these brands advertised in the Journal.**

Air-Way Sanitizer  
Vacuum Cleaner  
American Beauty Electric Iron  
Arvin Automatic Electric Iron  
Arvin Electric Housewares  
Arvin Electric Cook  
Caloric Gas Ranges  
Crosley Electric Range  
Crosley Freezer  
Deepfreeze Electric Range  
Deepfreeze Home Freezers  
Deepfreeze Refrigerators  
DeVilbiss Vaporizers  
Dexter Twin Tub  
Easy Spindrier  
Electresteam Vaporizer  
Electresteam Vaporizer and  
Bottle Warmer  
Electresteam Vaporizer,  
Portable Steam Radiator,  
Electresteam Baby Bottle  
Warmer and Electresteam  
Baby Bottle Sterilizer  
Eureka Cleaners  
Evenflo Nursing Units  
Farber Automatic Coffee Maker  
Farberware Stainless Steel  
Cooking Ware  
Federal Enameled Ware

Firestone Home Appliances  
Fletcher's Can-Well Canner  
Fletcher's Can-Well Cold  
Packing and Preserving  
Fletcher's Roastwell  
Roasting Pan  
Frigidaire Automatic Washers  
Frigidaire Electric Range  
Frigidaire Refrigerators  
General Air Conditioning  
Cooking-Refrigeration  
Combination  
G-E Automatic Blankets  
G-E Automatic Toaster  
G-E Automatic Washers  
G-E Iron  
G-E Light Bulbs  
G-E Refrigerator-Food  
Freezer Combination  
G-E Refrigerators  
G-E Triple-Whip Mixer  
Gibson Electric Range  
Gibson Electric Ranges and  
Refrigerators  
Gibson Refrigerators  
Hamilton Beach Mixer  
and Mixette  
Hardwick Gas Ranges

Horton Automatic Washers  
Hotpoint All-Electric Kitchen  
Hotpoint Automatic Clothes  
Dryer  
Hotpoint Electric Ranges  
Hotpoint Refrigerators  
International Harvester  
Refrigerators  
Johnson's Waxes and Wax  
Electric Polisher  
KitchenAid Food Preparer  
KitchenAid Mixer and Kitchen-  
Aid Electric Coffee Mill  
KitchenAids  
Kold Pak Portable Electric  
Refrigerator  
Lewyt Vacuum Cleaner  
Magic Chef Gas Ranges  
Maytag Washers and  
Gas Range  
Met-L-Top Ironing Table  
Mirro-Matic Electric Percolator  
Mirror Aluminum Utensils  
Motorola Clock Radio  
Motorola Radios  
Motorola Television  
Motorola Television-Radio-  
Phonograph

Murray Gas and  
Electric Ranges  
Murray Kitchens  
New Home Sewing Machines  
Perfection Electric Ranges  
Pfaff Sewing Machines  
Philco Refrigerator  
Philco Refrigerator and  
Electric Range  
Philco Television  
Philco Television and  
Television-Radio-Phonograph  
Presto Cookers  
Presto Vapor-Steam Iron  
Regina Twin-Brush Electric  
Polisher and Scrubber  
Revere Ware  
Rid-Jid Ironing Tables  
and Ladders  
Serval Refrigerator  
Sunbeam Coffeemaker  
Sunbeam Ironmaster  
Sunbeam Mixmaster  
Sunbeam Toaster  
Tappan Gas Ranges  
Toastermaster Automatic  
Electric Appliances  
Toastermaster Pop-Up Toaster

Toastermaster "Toast'n Jam" Set  
Universal Coffeemaker  
Universal Stroke-Sav'r Iron  
Verplex Lamps and Shades  
Vornado Air Circulators  
Wear-Ever Aluminum Cooking  
Utensils  
Wear-Ever Coffeemaker and  
Wear-Ever Chicken Fryer  
Westinghouse Clothes Dryer  
Westinghouse "Commander"  
Electric Range  
Westinghouse Frost-Free  
Refrigerators  
Westinghouse Laundromat  
Westinghouse Refrigerators  
Westinghouse Roaster-Oven  
Westinghouse Speed-Electric  
Ranges  
Whirlpool Automatic Washer  
Whirlpool Automatic Washer  
and Dryer  
White Sewing Machine  
Youngstown Kitchens  
Zenith Radio-Phonograph  
Zenith Radio-Phonograph,  
Portable Radios and Radios  
Zenith TV-Radio-Phonograph

**\*Nearly half—47.2%—of 72,012 women shoppers interviewed in 672 retail stores of all kinds reported they read**

LADIES' HOME

*Journal*

**Largest newsstand sale of ANY magazine, weekly or monthly**

GOOD SELLING MAKES GOOD CUSTOMERS



## "One good sale preserves another"

Help the lady buy the refrigerator that best suits her family's needs, and you have the inside track on profitable future business. Her day-to-day satisfaction with that refrigerator is the best "customer preservative" you could ask for.

Even in a seller's market, she still has to decide *where* and *for what* she will spend her money. And a well-made sale of a quality product—like a Fiberglas® Insulated appliance will keep her your customer . . . for anything from another appliance to profitable service business. Owens-Corning Fiberglas Corporation, Department 104F, Toledo 1, Ohio.



A SWELL FEATURE TO HAVE . . . A SWELL FEATURE TO SELL!

\*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for products made of or with fibers of glass.

## FIBERGLAS IS IN YOUR LIFE...FOR GOOD!

## NEWS BRIEFS

CONTINUED FROM PAGE 130

**Ad Contest.** Three Magnavox television sets a month are being offered as prizes in a contest being conducted by the Magnavox Co. for retail advertising men. April and May contests have already closed but entries postmarked no later than midnight July 1 may be entered in the final June contest. Details may be obtained from L. K. Haggman, The Magnavox Co., Fort Wayne 4, Ind.

**More Fans.** Fifty percent more Westinghouse "mobile" fans will be available in 1951 than last year and an aggressive promotion campaign has been launched on the product. Purchase of three fans will bring a dealer a complete promotion kit.

**Increased Sales.** First quarter sales of Ekco Products Co. in this country and Canada were 36 percent ahead of the same period last year.

**New Tube Warranty.** General Electric's tube division has announced a new warranty policy on TV replacement picture tubes providing warranty protection for six months from the date of purchase by the user. Previous warranties began on the date tubes were shipped from the factory.

**Two Step Promotion.** A two-phase promotion embodying a lock and key contest to build store traffic and a series of new demonstrations to permit dramatic introductions of 1951 appliances has been launched by Hotpoint Inc. and will continue through June. Promotional kits are available through distributors.

**New TV Tube.** The Rauland Corp., a subsidiary of Zenith Radio Corp., has introduced a new television tube which "not only reduces the need for critical metals but also reduces cost and increases picture clarity." The firm claims that their tube differs from other new types in that it does not necessitate re-engineering of present receivers.

**Canadian Plant.** Canadian Admiral Corp. has formally opened its new radio and television plant at Port Credit, Ont. The 55,000 square foot building is the first plant ever to be constructed in Canada for the manufacture of TV sets. The plant will have a minimum production capacity of 25,000 TV and 50,000 radio sets annually.

**Commercial Model.** Dulane, Inc., has begun production of a commercial model "fryrite" automatic electric deep fat fryer. The new model is available in three electrical ratings.

**Expand Plant.** New production facilities providing 65,000 square feet of factory space have been completed by Technical Appliance Corp. at Sherburne, N. Y., designer and manufacturer of antenna systems.

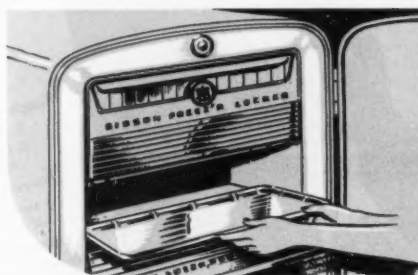


# Gibson

keeps its dealers in the  
*Front Line*  
with features like these!

## Super Locker

Need extra space for frozen foods? Big 54 lb. Freez'r Locker and 55 lb. Fresh'ner Locker—combine instantly into 109 lb. SUPERLOCKER. No sub-freezing space wasted when you don't need it—plenty EXTRA when you want it. (Model 1151)



## Butt'ry

Keeps full pound of butter sweet, easy to spread. Handy Butt'ry is right at your finger tips.



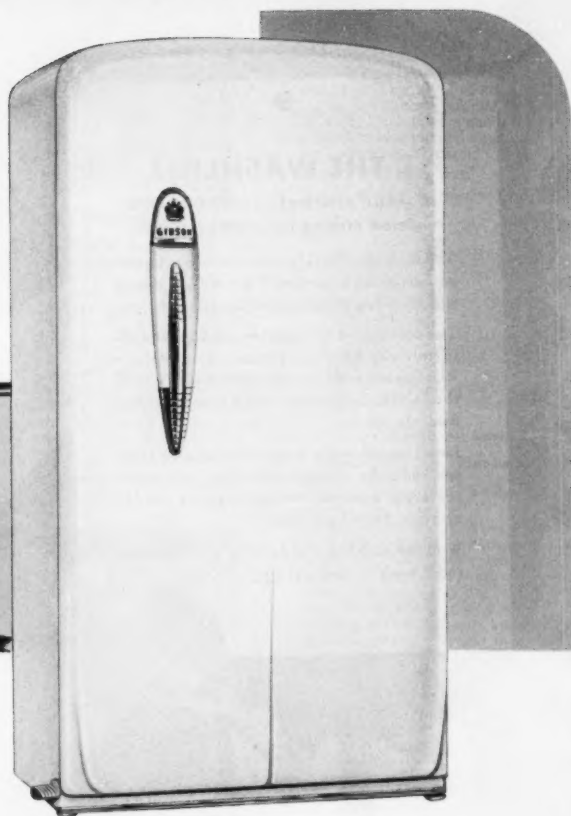
## Pres-Toe-Door

Hands full? Just PRES-TOE—door opens! What's more, it stays open—until you PRES-TOE again, walk away and it closes. All automatically . . . NO HANDS! (Model 1151)

Product specifications subject to change without notice.



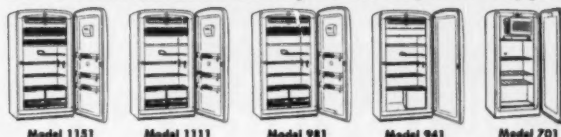
Something NEW has been added! Don't miss the exciting news that awaits you when you visit Gibson—Space 538B—at the American Furniture Mart—June 18 to 28.



Here's what the homemaker wants in home refrigeration—features that ONLY Gibson offers—and the sum of it all is faster sales and better profits for you with Gibson! That is why farsighted dealers who want to make profits today—and to continue making profits through the years—are switching to Gibson—the line that has pioneered more "feature firsts" than any other in the industry. Contact your distributor or Gibson direct. FOR THE FACTS ON GIBSON RANGES, FREEZERS AND REFRIGERATORS SEE YOUR GIBSON DISTRIBUTOR OR WRITE GIBSON DIRECT . . . TODAY!

## GIBSON REFRIGERATOR COMPANY GREENVILLE, MICHIGAN

there is a better Gibson model for every customer at a price for every purse



Model 1151

Model 1111

Model 981

Model 941

Model 701



..6,000,000 HOME APPLIANCES PROVED IN USE THROUGHOUT THE WORLD SINCE 1877

Copyright 1961  
Gibson Refrigerator Co.

# Hitch your wagon to a star with these 2 lines!

## 1. THE WASHLINE

is your market . . . 50,000,000  
women strong (or, rather, weak)

The sky's the limit if you get set now to tap the automatic dryer market! Fifty million women still are using washlines and not liking it.

The automatic dryer ends the most backbreaking washday job, gives sweeter, more sanitary wash than sun drying. So move in with one of the best-known names in the home laundry field—Lovell.

Lovell introduced a dryer more than 11 years ago, and today makes tumble-type drying units for APEX, BARTON, CONLON, DEXTER, HAAG, HORTON, THOR, and others.

With the washline, and Lovell's sales line (see right), you're on the way up!

## 2. THE SALES LINE

for the Lovell Drying Unit is your  
key to the market

Single dial control provides:

1. Automatic shut-off. No time guessing.
2. Complete temperature range for any dryness or type of fabric.

Infra-red rays purify the clothes,  
all the way. Allows full visibility inside.

Easy-to-unload door is extra large, swings open  
all the way. Allows full visibility inside.

Lint trap safety by-pass prevents clogging if user  
fails to empty trap.

Outdoor humidity-vent can be easily connected,  
if desired.

Vacuum drying system preheats air, costs less  
to operate. Reduces accumulation of lint  
inside dryer.

Air-cooled cabinet allows easy access for clean-  
ing or repairs.

Handy clean-out duct to remove hobby pins,  
sand, other small objects.

America's newest household blessing



ELECTRIC AND GAS  
**DRYING UNITS**

LOVELL MANUFACTURING CO. • ERIE, PA.

Also makers of famous Lovell Pressure Cleansing Wringers



LOOK FOR THE LOVELL  
SINGLE DIAL CONTROL



## New Products

NOTE: Prices given are those prevailing at close of issue. Not responsible for price changes that occur between closing date and date of issue.



**HOTPOINT Range**

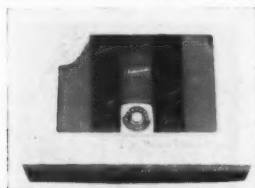
Hotpoint Inc., 5600 W. Taylor St., Chicago, 44, Ill.

Model: No. RD-12 deluxe range with lighted pushbuttons.

**Selling Features:** Pushbutton control panel located to right of cooking units has 5 buttons for each surface unit and 4 for the oven; 3 surface units and a deep-well cooker unit that can be converted to a fourth surface position; new "short order" unit developed to speed up coffee making and other cooking operations involving small utensils will boil 6 cups water in 6-min., yet combines small diameter with intense heat; baking unit for oven is under oven liner, providing 10 percent more capacity than in former models; clock timer can be set for precision cooking up to 12 min. or for longer cooking up to an hour; oven can be preset to shut itself off at any desired time; 2 storage drawers; a warmer drawer; 2 outlets, one timed for small appliances located beneath pushbuttons.

Price: "Will retail for approximately \$50. less than previous models in this class."

Electrical Merchandising, June, 1951



**G-E Blankets**

General Electric Co., Bridgeport, 2, Conn.

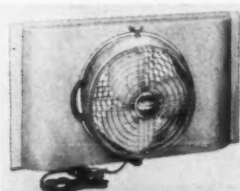
Device: Deluxe G-E automatic blankets—double-bed, 1-control model PB15A1, and twin-bed, 1-control model PB15A4.

**Selling Features:** Newly designed functional bedside control, vertical in design, as easy to read and adjust as a luminous alarm clock; illuminated dial lights when current is on and is visible in dark; ivory and gold control regulates selected degree of warmth, automatically compensates for normal changes in room temperature to provide same desired warmth at all times; control automatically turns off to prevent a build-up of excessive temperatures if overheat condition should de-

velop; employs same electrical system as was introduced 2 years ago—system eliminates need for overheat thermostats or tubes within blanket through use of a signal wire and a control circuit—when required this combination sends a signal to control unit to guard against overheating; 4 new colors—camellia red, bluebonnet, ash rose and glade green; acetate rayon satin binding; blanket fabric is 50 percent rayon, 25 percent wool, 25 percent cotton; new showcase carton with "visualizer" cellophane window.

Prices: PB15A1, \$55.95; PB15A4, \$52.95.

Electrical Merchandising, June 1951



**FRESH-AIR MAKER Fans**

Schwitzer-Cummins Co., 1125 Massachusetts Ave., Indianapolis, 7, Ind.

Model: Fresh-Air Maker fans Nos. RWP, RW and P.

**Selling Features:** No. RWP, multi-purpose fan package contains a 2-speed fan unit, window cabinet and portable stand which makes it possible to have a reversible window fan for exhausting or circulating air at flip of switch; the fan unit itself can be removed from frame and placed in a tubular stand, making it a lightweight, portable fan; available in 2 sizes—12 and 16 in.

Same model can be bought without stand and used for window purposes only, as model RW. Can also be bought as a portable fan without window cabinet as model P.

12 in. models deliver 1280 or 800 cfm at 1500 or 800 rpms. 16-in. models deliver 2100 or 1750 cfm at



1420 or 1185 rpms. 12-in. fan unit weighs approximately 10½ lbs., 16-in. model, 16 lbs.

Other features include spoke-type motor mounting; double rubber mounted fan unit; clip-on self-locking screens front and back; curved portable tube stand has 3-point support. V slide between window cabinet and adjustable panels.

Electrical Merchandising, June 1951



**SETH THOMAS Clock**

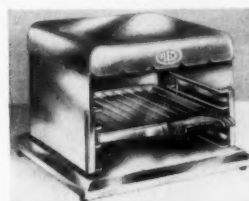
Seth Thomas Clocks, Div. General Time Corp., Thomaston, Conn.

Model: "Accent" alarm clock.

**Selling Features:** Self-starting electric alarm movement available in a peach mirror or blue mirror case; Peach model has harmonizing dial in warm copper color with black numerals and trim; Blue mirror has silverplated dial with blue numerals and hands; 4½ in. high, 6 in. wide, 2½ in. deep; 3¼ in. dial.

Price: \$14.50 not including tax.

Electrical Merchandising, June, 1951



**FLECK Broiler**

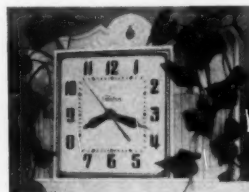
Romar Corp., RD No. Asbury Park, N. J.

Device: New streamlined open front Fleck infra-ray broiler.

**Selling Features:** Incorporates a new Pyro-Fleck-Tor unit, which is a "parabolic channel" heat intensifier for infra-red broiling, brown-crusting foods rapidly sealing in juices and giving charcoal flavor; 1375 watts; large surface broiling area; midget racks, easily removable for cleaning; on-and-off switch attachment; heavy-duty triple plated chrome broiler; streamlined pan with rounded corners.

Price: \$38.50.

Electrical Merchandising, June, 1951



**TELECHRON Clock**

Telechron Inc., Ashland, Mass.

Device: "Ivy" kitchen clock.

**Selling Features:** Twin plant containers for growing vines; white case

with red, grey, green or yellow vases; plant containers easily removable and locked into position so they will not tip or fall; stands on shelf or hangs on wall; black minute and hour hands, numerals and minute dots; red hour dots; silver finish bezel.

Price: \$7.95 plus tax.

Electrical Merchandising, June, 1951



**PALMER Air Cooler**

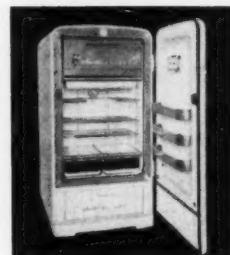
Palmer Mfg. Corp., Phoenix, Arizona

Device: "Sno-Breeze" Twin Junior air cooler, No. TB-1500.

**Selling Features:** A direct drive dual blower air cooler for cooling small areas such as single room; self-contained with built-in pump and adjustable air deflecting grilles; grille vanes may be turned in any direction permitting desired diffusion of air; small, easily portable, 15 in. high, 21 in. wide, 12 in. deep; weighs 35 lbs.; can be moved from room to room; 4½ gal. water reservoir; trough type water drip system permits thorough pad coverage and efficient cooling; 320 cfm rating; 1500 VFM; window fillers included with cooler, making unit adaptable to variable size windows.

Price: "Less than \$70. installed".

Electrical Merchandising, June, 1951



**SPARTAN Refrigerators**

The Spartan-Radio-Television Div., The Sparks-Withington Co., Jackson, Mich.

Device: Two new models—a 9 and a 10 in. model with emphasis on the latter deluxe model known as the "Big 10".

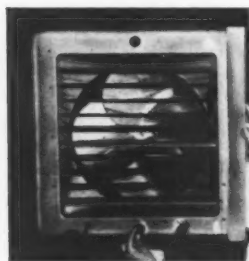
**Selling Features:** "Big 10" has Big-70 Freezerlocker; Kol-Dial to 10 below; chill chamber; adjustable shelves; jumbo vapo-crispers; door shelves; butter bin; Spartan Dri-chest; speedi-cube ice trays; hermetically-sealed compressor.

Electrical Merchandising, June, 1951



## ELECTRICAL APPLIANCE NEWS

### New Products



**SNO-BREZE Evaporative Cooler**

Palmer Mfg. Corp., Phoenix, Arizona

**Device:** Sno-Breze evaporative cooler No. F-1800-D.

**Selling Features:** Provides efficient cooling for house trailers, large rooms, offices and apartments; 16-in. diam fan; 3-speed switch provides low medium and high air flow volume; separate switch allows cooler to function as ventilating fan only; G-E heavy duty motor mounted on 4 extra thick rubber cushions; weighs 42 lbs; streamlined; baked enamel finish; measures 24 in. high and wide and 15 in. deep; inset orifice eliminates backlash and expandable window fill-ins allow quick fitting to windows from 24 to 36 in. wide.

**Price:** \$60. slightly higher east of Rockies.

Electrical Merchandising, June, 1951



America's greatest  
single selling  
force today—  
Betty Crocker—  
sponsors  
General Mills  
Appliances



**COOLERATOR Refrigerators**

The Coolerator Co., Duluth, Minn.

**Models:** 5 new supplementary refrigerators have been added to bring current line up to 9 models.

**Selling Features:** Top models RD-1104 and RC-1103, have 104 cu. ft. capacity; provide 4 zones of cold; freezing—in full width, cross-the-top freezer compartments, maintaining near zero temperatures, separate fast-freezing shelves for cubes; chilling—in full width Chill-R-Astor under freezer chest to quick-chill bottled beverages, deserts; glass-covered meat drawer also extends full-width; flavor-saver—in general compartment with Uni-chrome shelves including center shelf adjustable; and moist-cold—in new Crisp-O-Lators that are full width to store celery, etc. without cutting; depth of drawers has also been increased for greater capacity. Long door models with vertical door latches; RD-1104 has gray breaker strips; RC-1103 has pastel blue-green breaker strips; both have 21 sq. ft. shelf area and 3 handy shelves on full-length door. RD-1104 also has butter tray mounted in inner door panel; chrome trimmed shelves, one a tilt-up half-shelf; sliding snack-basket provides "drawer-storage" for small items; "Plastray" cube tray; these models fit

in same space as pre-war 6 cu. ft. cabinets—28½ in. wide, 57 in. high, 31 in. deep.

In the 24-in. class there are three 8 cu. ft. models: RB-182, RC-181 and RD-180. RB-182, a new builder's model has 8.2 cu. ft. capacity; U-type evaporator; standard shelving, 12.4 sq. ft. RC-181, has 8.1 cu. ft. capacity; 11.3 sq. ft. shelving; full width freezer compartment; across-the-cabinet meat drawer; pastel breaker strips. RD-180, deluxe 24-in. model has 8.1 cu. ft. capacity; 13.5 sq. ft. shelf area; deluxe chrome trimmed shelves adjustable to meet changing storage needs, full-width freezer compartment for 25 lbs. frozen foods oversize meat drawer and Chill-R-Astor; 16 qt. crisper to keep vegetables and fruits; gray breaker strips; all 24-in. models equipped with free-easy ice cube trays; high-baked DuPont Dulux finish; Tecumseh Zero-lator compressors mounted on back of cabinet for greater interior capacity.

Electrical Merchandising, June, 1951



**SESSIONS Clock**

The Sessions Clock Co., Forestville, Conn.

**Device:** Ship's Wheel clock.

**Selling Features:** Ship's wheel design with compass rose dial and sweep second hand; wooden case, mahogany colored with brass colored spindles; operates on 110 volt a.c. only.

**Price:** \$10.95 plus tax, slightly higher in Far West.

Electrical Merchandising, June, 1951



**STANDARD Refrigerator**

Sanitary Refrigerator Co., Fond du Lac, Wis.

**Model:** Standard 6 cu. ft. apartment and small house refrigerator.

**Selling Features:** Has 12.54 sq. ft. shelf area arranged to eliminate waste space; 3 aluminum fast-freezing, full-sized ice cube trays hold 84 cubes; plastic meat dish below freezing compartment; double breaker strip gives greater insulation efficiency; "Cradled Power"; 51¼ in. high, 24 in. wide and 23½ in. deep.

**Price:** Approximately \$199.95.

Electrical Merchandising, June, 1951



**SNO-BREZE Blower Cooler**

Palmer Mfg. Corp., Phoenix, Ariz.

**Model:** Sno-Breze B-3500 blower cooler.

**Selling Features:** Designed to provide cooling for homes, offices, etc.; all parts insulated by heavy gage rubber mounting; patented water regulator assures equal amount of water delivery to each pad area; self-cleaning, adjustable water troubles; 3500 cfm; G-E ½ h.p. motor mounted on rubber supports; can be installed in window or attached to ducts; 4-way directional air grille available for window installation.

**Price:** \$135. slightly higher east of Rockies.

Electrical Merchandising, June, 1951



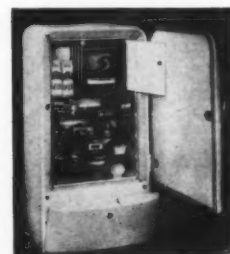
**ENTERPRISE Range**

Phillips & Bortoff Mfg. Co., Nashville, Tenn.

**Model:** Imperial double-oven electric range.

**Selling Features:** Both ovens full sized and completely automatic with 2 thermostats and 2 clock controls; provides complete flexibility of oven use; clock-controls may also be used to control two top-surface units or the 2 appliance outlets; Enterprise line also includes 5 additional electric range models.

Electrical Merchandising, June, 1951



**CADILLAC Refrigerator**

Cadillac Electronics Corp., 19 W. 26th St., New York City

**Device:** Cadillac 8 cu. ft. refrigerator. **Selling Features:** Large evaporator holds 28 lbs. frozen food; large non-refrigerated vegetable bin across entire base; removable shelves; special door latch for easy operation; temperature control has 9 positions; 28 in. wide, 57 in. high, 25 in. deep.

**Price:** \$259.95.

Electrical Merchandising, June, 1951



INSTRUCTION



HOME TALENT



MEETINGS



INTERVIEWS



RADIO BROADCASTS



PROFESSIONAL TALENT

New growing market provides a

# Terrific Sales and Profit Payoff!

## Dealers Everywhere Cash In on the Dynamic New Revere Tape Recorder

Every day, more and more people discover the advantages of owning a Revere Recorder! This potent sales-producer not only provides a new source of extra profits, but does wonders as a general business stimulant and creator of store traffic. As the newest idea in gift giving, Revere opens an even greater new sales potential!

### First In Features!

The success of dealers from coast to coast who feature the Revere Recorder has been phenomenal! Revere's unexcelled fidelity of sound, unusual compactness and lightweight portability, and amazingly low price make it the unquestioned leader in the entire recording field. In addition, Revere offers such valuable "extras" as: fast forward and rewind speeds . . . full hour's listening on every reel . . . erasable, re-usable tape, easily edited with scissors and Scotch tape . . . and handsome, luggage-style case.

Get your share of extra profits with this remarkable equipment! Write today for complete information.

REVERE CAMERA COMPANY  
CHICAGO 16



### DEMONSTRATIONS MEAN SALES!

One demonstration is often all that is needed to clinch a sale! Customers marvel at Revere's ease of operation and thrilling true-as-life sound. Set up a Revere Recorder display and watch the attention it gets! Revere is the most sensational new profit-booster since the advent of television!



**RECORDER COMBINATION**  
Tape recorder with built-in radio. Records directly from radio by turn of switch. Model TR-200.

**\$209.50**

**MODEL T-100**  
With microphone, radio attachment cord, 2 reels (one with tape), and carrying case.


**\$169.50**

# Revere

**TAPE RECORDER**

**Largest Selling Tape Recorder in America**

**POPULAR**  
IS  
**THE WORD FOR IT!**



**ARMSTRONG**  
**PORTABLE IRONER**

**POPULAR** with women because (A) it is so easy to use; (B) saves time;  
(C) eliminates ironing day drudgery; (D) is reasonably priced.

**POPULAR** with dealers because it sells quickly at good profits.

Elbow control leaves user's hands free to guide clothes. 21" wide roll. Thermostatic heat control. A red light indicates when current is on. Motor is wholly enclosed. Non-slip rubber guard. AC current. Bright chrome and white enamel finish.

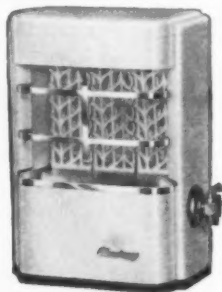
#### UTILITY HEATER

AGA  
Approved

A very attractive model finished in choice of white or brown porcelain enamel. Reflector and dress guard are chrome plate. Well made to do a good heating job for years. Equipped with double radiants and cast-iron burner. 12,000 B.T.U. 16" high, 11" wide, 6<sup>3</sup>/<sub>4</sub>" deep.

Model 2123 for L.P.G. gas

Model 2123-B for Natural and Mfg. Gas



#### Fully Vented CIRCULATOR

A G A Approved

Efficient in operation. Provides clean, dry heat and eliminates sweating windows and walls. Gas cannot be turned on by accidently brushing against the valve, because it is safely located behind a closed door at side. Brown porcelain enamel finish. Made for all gases.

No. 914-V 19" high 12" wide 9" deep 14,000 B.T.U.  
No. 917-V 19" high 12" wide 9" deep 17,000 B.T.U.  
No. 920-V 19" high 15" wide 5" deep 20,000 B.T.U.

ORDER FROM YOUR JOBBER—or write for literature on full line of Ironers, Electric and Gas Heaters, and Lawn Sprinklers.

Visit our Exhibit June 18-28, American Furniture Mart, Chicago, 17 Floor, Space 63

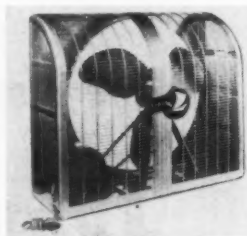
**ARMSTRONG**  
**PRODUCTS CORP.**

Manufacturers of Quality Products Since 1899  
Dept. EM, Huntington 12, W. Va.

WHEN  
IT'S AN  
**ARMSTRONG**  
DEPEND ON IT!  
IT'S THE BEST  
OF ITS KIND

## ELECTRICAL APPLIANCE NEWS

### New Products



#### VIKING Window Fan

Viking Air Conditioning Corp.,  
5601 Walworth Ave., Cleveland, 2, Ohio

Device: 1951 Viking window fan.

Selling Features: 22-in. fan; designed for silent operation; big blades operated by quiet-running 110-volt motor available in single or 2-speed models; has 3100 cfm rating at 750 rpm; adjustable to any double-hung sash from 24 to 42 in. wide; spacers supplied with each fan enable easy mounting in any window; streamlined cabinet of slotted metal encases entire fan; grey baked enamel finish.

Electrical Merchandising, June, 1951



#### ROBERTON Lawn Mower

Roberton, Div. King Pneumatic Tool Co.,  
2717 N. Ashland St., Chicago, 14, Ill.

Device: No. PR-16 gas engine, rotary-type lawn mower.

Selling Features: Cuts a 16-in. swath in any length grass up to 1/4 in. of fence etc; weighs only 32 lbs.; rolls like a ball; designed to cover hard-to-reach areas; cutting height adjustable from 1 to 3 in.; blade can be reversed so one sharpening lasts longer; protected by guard and slip-clutch.

Price: Subject to change, about \$75.  
Electrical Merchandising, June, 1951



#### SLIK Paint Peeler

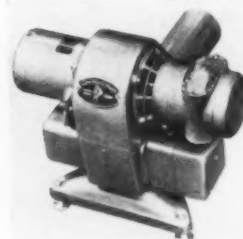
Slik Products Co., Manitowoc, Wis.

Model: No. 301 Slik electric paint peeler.

Selling Features: Blade 3-in. wide; drawn steel cover; cool handle; weighs 1 lb.; 300 watts, 115 volts.

Price: \$3.95.

Electrical Merchandising, June, 1951

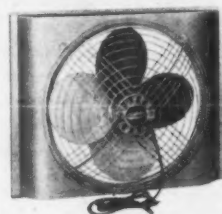


#### COMBUSTIONEER Oil Burner

Combustioneer Div., The Steel Products Engineering Co., Springfield, O.

Device: New low pressure oil burner, No. dLP.

Selling Features: Equipped with new compound air and oil-metering pump; "Triple Velocity" visor head; new air-oil atomizing nozzle and burner can be used as a conversion unit, replacement unit and is available with Combustioneer oil furnaces for new installations; advanced engineering and



#### FRESH-AIR MAKER Window Fan

Schwitzer-Cummins Co., Ventilating Div.,  
Indianapolis, 7, Ind.

Model: No. RW-20 reversible 20-in. window fan.

Selling Features: Electrical reversible at flip of reversing switch automatically changing direction of air flows; 2-speeds for both exhaust and intake; equal air flow either in or out; rubber mounted fan blade assembly; integral screen and motor mounting; easy to install; gray hammertone finish; all steel adjustable panels. Fan diam. 20 in.; NEMA ratings 2900 and 2400 cfm; NAFM ratings 2300 and 1900 cfm; 1/12 h.p. shaded pole, 2-speed reversible motor.

Price: \$69.96.

Electrical Merchandising, June 1951



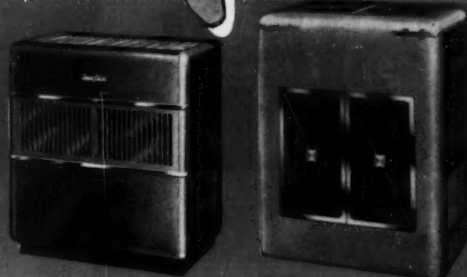
**MORE POWERFUL SELLING FEATURES!**  
**MORE DISTRIBUTOR and FACTORY SUPPORT!**

# Superflame

## The Hottest Selling Space Heater Line in America!

**1. AMERICA'S  
 MOST COMPLETE  
 LINE OF  
 FAST-SELLING  
 SPACE HEATERS!**

**NEVER A LOST SALE WITH SUPERFLAME!** The right model at the right price for every heater prospect! 15 beautiful "Fuel-Saver" Oil Heaters and 7 great "Gas-Saver" Gas Heaters. Each model is *unsurpassed* in quick-selling features that turn "lookers" into "buyers"! Put a STOP to "lost sales" and wasted selling effort with **SUPERFLAME**! Big heat demands or small heat demands, oil or gas, there is a **SUPERFLAME** model to meet *every* heating need!



**2. THE  
 LINE OF  
 GREAT  
 PROMOTIONS!**

**ONLY SUPERFLAME HAS SUPERFANI!** The basis for the most spectacular promotions in space heater history! In past promotions, dealer sales increases have been *amazing*! The **NEW 1951** promotion will be the greatest ever seen! Factory and distributor sales helps for every **SUPERFLAME** dealer will be outstanding this year, with a *brand new, complete* sales program that includes every conceivable selling help that any dealer could ask for. Be the outstanding heater dealer in your area with **SUPERFLAME**!



Every **SUPERFLAME** dealer will be provided with a **BIG, NEW** sales kit, window banners, counter cards, newspaper ads, radio announcements, self-mailers, catalogs, etc. and the most liberal co-operative advertising program in the industry!

**3. Exclusive  
 "QUICK-SALE"  
 ADVANTAGES!**

**SUPERFLAME HEATERS SELL FASTER! STAY SOLD!** Every feature is customer approved and **SUPERFLAME** is recognized as "The Line Made Famous By Satisfied Users"!

**ONLY SUPERFLAME** has the "Fuel-Saver"!  
**ONLY SUPERFLAME** has the "Gas-Saver"!  
**ONLY SUPERFLAME** has the "Triple Combustion" burner!  
**ONLY SUPERFLAME** gives All the Styling, Efficiency, Dependability, and Economy that **YOUR CUSTOMERS WANT!**

**WRITE TODAY FOR PROOF THAT  
 Superflame is YOUR MOST  
 VALUABLE HEATING APPLIANCE FRANCHISE!**

To: **QUEEN STOVE WORKS, INC.**  
 Dept. EM61, Albert Lea, Minnesota

- ☐ Please send Complete Catalogs and Prices.
- ☐ Send details on your sales program and how I can obtain an EXCLUSIVE **SUPERFLAME** FRANCHISE.
- ☐ What is the name of my nearest **SUPERFLAME** Distributor?

Firm Name.....  
 Address.....  
 City..... Zone..... State.....  
 BY..... (name)

**"At your  
service,  
stranger"**



**M**ORE and more families are on the move today—resettling in suburban areas—going to new jobs in towns and cities all over the country. That means new business for all types of dealers.

Where do these strangers look to find the things they want to buy? They go right to the buying guide they've been accustomed to use—the 'yellow pages' of the telephone directory. How do we know? Nationwide surveys prove that 9 out of 10 shoppers use the 'yellow pages' when they want buying information.

Help these prospective customers find your appliance store. Make sure you are identified in the 'yellow pages' under headings of all the products and services you offer.

**FOR FURTHER INFORMATION, CALL YOUR LOCAL TELEPHONE BUSINESS OFFICE.**

## ELECTRICAL APPLIANCE NEWS

*New Products*



**MOEadapter Fixture**

Moe Light, Inc., Ft. Atkinson, Wis.

*Device:* Complete lighting unit.

*Selling Features:* Available in styles to fit multiple and single bulb outlets; no tools required to install—screws into present fixture replacing old light bulb; line includes glass-bowl types for dining rooms and bedrooms; lantern; or shade types for entrance halls, stairways and porches; pan types; tube and circline fluorescent types.

*Electrical Merchandising, June 1951*



**MOE LIGHT Valance**

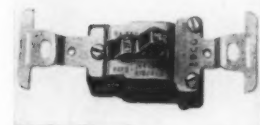
Moe Light, Inc., Ft. Atkinson, Wis.

*Device:* Window valance light fixture.

*Selling Features:* Open at top and bottom permits light to reflect to ceiling and downward upon draperies; easy to install on brackets similar to a picture; basic units are 24 in. 33 in. and 48 in. long; combinations can be made up into almost any desired length; each basic unit has 10-ft. extension cord with switch attached ready to plug in; built-in traverse rods available for draw draperies or other conventional traverse rods may be used; comes complete with deluxe warm light fluorescent tubes; light-weight painted steel; choice of designs.

*Electrical Merchandising, June, 1951*

### BRIEFS



*Delayed Action Switch*, called Edco, is announced by Electric Deodorizer Corp., 9993 Broadstreet, Detroit, 4, Mich. Snaps light on in same manner as regular switch, but when toggle is snapped to off position labeled "delay", the light automatically stays on for almost a full minute—long enough to walk 75 ft. before light goes out.

Several *New Safe-T* wiring aids are announced by Gilbert Mfg. Co., Inc., 24-20 46th St., Long Island City, N. J. for attaching to appliance cords without tools: Safe-T "add-on" outlet can be put on without tools, slitting or stripping. A Safe-T plug and shock proof cord also attaches to cord without tools. Other items in this new Gilbert line include a Gilbert TV remote control cord set; a Safe-T triple outlet extension cord unit; and a Safe-T attach-a-light socket.





## "Amana FREEZERS GET MY STAMP OF APPROVAL!"

I'm in business to make a profit. Doing pretty well, too. When I sell a big ticket item like a freezer, I pocket a fairly substantial sum. But . . . there's more to a big

ticket sale than the immediate profit; I mean the continuing good will of the customer—good will that induces her to buy *other* appliances . . .  
**IN MY STORE!**

And *that's* why I put my stamp of approval on the Amana Freezer line! I know freezers, and the outstanding quality of the Amana, coupled with its striking beauty of design convinced me that I can offer my customers no finer line.

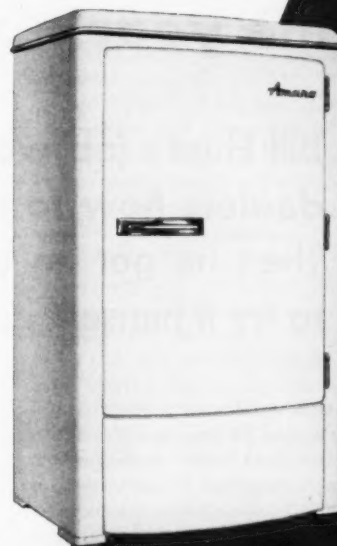
With the *complete* Amana line I can offer the widest range of sizes; I don't have to *sell* a chest model when my prospect *prefers* an upright model, Amana makes *BOTH* types.

The complete satisfaction of my Amana freezer customers really makes me an Amana rooter. Service calls are practically unheard of. Yes, I like my Amana franchise. No strings attached. The Amana people go out of their way to make it a **PROFITABLE** franchise, too. Recently they held a home economist demonstration in my store—it fascinated customers and made on-the-spot sales. Amana's national advertising, direct mail campaigns, point-of-sale promotional aids and free newspaper mats (plus extremely liberal ad allowance) gives me a complete selling package that assures rapid turnover of my Amana inventory.

I'll stamp that kind of a program "O. K." any time!

Attending the Chicago markets in June? Visit the Amana showroom at the Merchandise Mart, Room 1127.

**AMANA REFRIGERATION INC. AMANA 16, IOWA**



# Amana

"BACKED BY A  
CENTURY-OLD TRADITION OF  
FINE CRAFTSMANSHIP"





Headquarters of 3-store Electricity, Inc., chain, at 501 Chestnut St., Winnetka, Ill.



WILLIAM C. HUNT

## He built a chain of three appliance stores in one year!

**Bill Hunt's job was telling appliance dealers how to make more money  
Then he got an opportunity to try it himself . . .**

William C. Hunt is the man behind the rapid expansion of Electricity, Inc.—three-store appliance chain located in metropolitan Chicago's north shore area. But as recently as February, 1950, he was a distributor salesman, telling other dealers how to increase their sales.

Bill's ambition was to put his ideas to work in a retail store of his own. That he made the most of his opportunity when it came is a matter of record. A year after he took over the first store, he was operating a string of three and working on plans for a fourth. This is the story of Bill's rise as a retailer, and his ideas about selling and advertising.

In 1945, Bill went to work for the G. E. Supply Corp., Chicago's Hotpoint distributor. As a distributor salesman, he learned the appliance business from the inside. His contacts with

dealers provided a liberal education in the ways of retail selling.

An important phase of his job was helping dealers sell his line. To do this most effectively, he often helped out on the sales floor, demonstrating Hotpoint equipment. This was his basic training in retail sales.

"The more I worked with dealers," Bill said, "the more I wanted to get into the retailing business. As a distributor salesman, I could only make suggestions.

### Opportunity knocks

"After several years in the north shore territory, I had a pretty good mental file of ideas on how to sell appliances here. But I didn't have the capital to go in for myself. Then one day in February, 1950, I called on Mr. R. F. Doepel,

(Advertisement)

president of Braun Bros. Oil Company in Winnetka.

"Mr. Doepel owned a new appliance store at 608 N. Milwaukee in Libertyville. I was interested to know why a man in the oil business would open an appliance store. What started as a casual conversation turned out to be the break I was looking for.

"Mr. Doepel was excited about the sales opportunities in the appliance field, but his responsibilities left him little time to devote to his side line. He was looking for a man to take over the management and development of the store. We swapped ideas about selling and I got the job.

"My selling approach then, as now, was based on a simple fact: the strongest sales incentive is a bargain. Selling, I believe, is largely a matter of convincing a prospect that what we have to offer is worth a little more to him than it costs. If he has already decided to buy a particular appliance, the problem is to show him why it's to his advantage to buy it from us.

### Service is best bargain

"Some dealers do this by offering large discounts. But we're not in business to trade dollars. Our answer to the prospect's search for a bargain is a bargain in service. A great many people who live in the north shore area are well-to-do business and professional people. Such people often have connections which enable

them to purchase appliances at a discount. Without attempting to meet the discounts, here's how we get these prospects to trade with us.

"We show them that the initial saving on a discount purchase is seldom enough to insure that they will be money ahead when the appliance is a few years old. Then we look at the other side of the picture—what complete service means to the prospect in dollars and cents. It boils down to a question of which method of buying represents the best bargain. Most prospects agree that our proposition is what they want."

Bill started as the sole employee of Electricity, Inc. His service work was done on contract by an outside firm. Today, he takes care of his own service in two shops located in Winnetka. These shops can handle every kind of an electrical service job from fixing a lamp to wiring a house. One shop specializes in appliance service, while the other is set up for radio and television repair work. His volume of business now requires the full time of 25 employees and six trucks.

#### From one store to three

Less than six months after he started, Bill opened Electricity, Inc., No. 2 at 501 Chestnut, Winnetka. After another six-month interval, Bill was ready to expand again. So in January, 1951, Electricity, Inc., opened for business at 1617 Glenview Road, in Glenview.

Now in the planning stage is a fourth store to be opened in another north shore community, Lake Forest. As to his ultimate goal, Bill says, "I hope to have several more stores in this area some day. If our sales continue to gain each month as they have up to now, maybe it will be sooner than I expect. In our first twelve months, starting from scratch, we sold 394 white lines units.

"Our centralized system of service makes possible a low overhead operation because we need less space in each store."

Bill believes in going after prospects. As he says, "You can't sit in the store and wait for them to find you." Whenever possible, his six salesmen canvass homes to line up new prospects. From time to time, he employs extra men for this work.

In his weekly sales meetings, Bill stresses the positive approach. "There are too many good things to say about our own merchandise to talk against the other fellow's product," he says. His service men attend the sales meetings. By keeping up on selling ideas, they are better able to find new leads for business in their home contacts.

After each sale of a major unit, someone from the store calls on the customer to make sure the unit is giving satisfactory service. Such calls strengthen the store's relationship with the customer, and frequently provide a source of information which results in an additional sale.

#### Consistent advertising

Like any aggressive dealer, Bill is a consistent



"Everybody is a bargain hunter," says Bill. "We show them how good service beats a discount."

advertiser. Regular direct mailings are a part of his advertising plan. The clientele of the long-established parent organization, Braun Bros. Oil Co., provides a comprehensive mailing list.

The bulk of his advertising budget, however, is placed in newspapers. In addition to his regular schedule of ads in the local papers, he uses a schedule of small-space ads devoted exclusively to repair and contracting work.

"While I was a salesman for Hotpoint," Bill said, "I learned about the Selective Area advertising plan of the Chicago Tribune. With this plan, big-space advertising on a consistent basis is practical for the dealer with a small budget.

"I started participating in Selective Area campaigns mainly to link my store's name with the names of well-known manufacturers who use this kind of advertising. Most of the manufacturers whose brands we carry have used—or are using—the Selective Area plan.

#### Happy with results

"Frankly, I didn't expect too much response because the ads also list other dealers. But the way it works out, we get practically the full benefit, because the other dealers are located in trading areas far away from us.

"These campaigns do a good job because the percentage of Tribune coverage in this area is very high. The most reliable way we've found to check results is to compare our sales records before and after a campaign. We are very happy

with our Selective Area results—and particularly so in view of the low cost of the advertising.

"In our short time in business, we have participated in more than 20 Selective Area ads, and I'm certain that these participations have been a valuable aid in our progress so far."

★ ★ ★

**MANUFACTURERS:** Your advertising does a better selling job for you when it gets more enthusiastic dealer support for your line.

Under the Selective Area plan, your advertising gets greater support from the dealer because he can see immediate results in his own store. This is the kind of advertising he can appreciate. He gets retail-store-type copy over his own name in Chicago's No. 1 hardlines medium, reaching the prospects best able to trade with him. And yet the entire program is factory-supervised and agency-placed.

So well does the plan meet the needs of dealers, distributors and manufacturers that already more than \$1,500,000 has been invested in Selective Area advertising in the appliance field alone. More than half of the appliance dealers in Chicago and suburbs have made it a part of their promotion programs.

Geared to your selling needs in today's market, Selective Area advertising can help you build the consumer franchise you want in Chicago's multi-billion dollar market.

Ask your Chicago Tribune representative for complete information.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

#### Chicago Tribune Representatives:

Chicago  
A. W. Dreier,  
1333 Tribune Tower

New York  
E. P. Struhsacker,  
220 E. 42nd St.

Detroit  
W. E. Bates,  
Penobscot Bldg.

San Francisco  
Fitzpatrick & Chamberlin,  
155 Montgomery St.

Los Angeles  
Fitzpatrick & Chamberlin,  
1127 Wilshire Blvd.

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

(Advertisement)



She  
attracts  
customers...

1. This inviting, life-size, life-like young lady attracts customers to your Perfection display ranges . . .

2. Where they are urged by counter displays, easel presentations, etc., to rate the ranges they are considering, on a feature for feature basis. (You are furnished with reprints of the detailed gas, electric and oil "Rate Your Range" score sheets from the national advertising campaign.)

3. The customer adds the different range scores and finds that . . .

**You can't beat  
PERFECTION gas...electric  
...oil ranges**

Take advantage of this new concept of "Rate Your Range" selling by asking your Perfection representative about the display material, direct mailer, mat service, reprints of the advertisements and spec sheets. Or write direct for further information.

Perfection  
Stove  
Company

▲ 7279-B Platt Avenue  
Cleveland 4, Ohio

Gas... Electric... Oil

## ELECTRICAL APPLIANCE NEWS

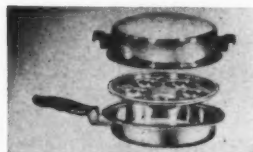
*New Products*

### NON-ELECTRICAL



**PHILCO Kitchen Tool Set**  
Philco Corp., Accessory Div.,  
Philadelphia, Pa.

*Device:* 7-piece stainless steel set.  
*Selling Features:* Available with black or white handles; consists of potato creamer; Tu-Lip ladle with 2 no-drip pouring lips; utility spoon Tu-Prong fork; a narrow spatula with tapered end; and a food turner with offset handle. A 6-place wall hanger with hooks and screws for mounting.  
*Electrical Merchandising*, June, 1951



**FLAVOR-SEAL Triple Utility Unit**  
Flavor-Seal Corp. Div. of Cory Corp.,  
221 N. La Salle St., Chicago, 1, Ill.

*Device:* New stainless steel combination fryer, broiler or egg poacher.  
*Selling Features:* Consists of large size conventional type fry pan into which fits an auxiliary rack for poaching eggs, plus a deep cover; all 3 units designed to embody Flavor-Seal waterless cookery construction; holds a 5½ lb. roast.  
*Electrical Merchandising*, June, 1951



Two new auxiliary cabinets have been added to the Lyon Metal Products kitchen cabinet line—a dry storage cabinet for use directly over the refrigerators for storing crackers, cereals, salt and other items that need to be kept dry. Doors hinged at center have full size wire baskets that swing contents out within easy reach; does not interfere with operation of refrigerator; duct extending up back and across top of cabinet allows air over refrigerator to circulate freely and escape through grills on top of doors.



The Lyon Finger-Tip cabinet, for eye-level convenience stores cups, string, pencil, pads, cook books, spices, knives, spoons etc. Latch in handle is released by finger control. Can be attached to all Lyon wall cabinets.





# Frigidaire Dealers have a cool answer for hot prospects!



## Look at all these selling points!

**Two sizes . . .** for home or office. Large-capacity model ARO-100 is powered by twin Meter-Misers. Available with 115 volt, 208 volt, or 230 volt motors. Medium-capacity model ARO-50 has single Meter-Miser. Available with 115-volt motor. Two-tone grey enamel finish.

**Cools, filters, dries, circulates air**—adding fresh outside air in amount selected.

**Takes no floor space,** needs no plumbing, fits into almost any window or can

be installed in wall opening. Model ARO-50 plugs into nearest electrical outlet.

**Selective cooling.** Model ARO-100 has two complete cooling systems connected to a Master Control switch; one is used for light-duty cooling—both for heavy-duty, fast cooling in hottest weather.

**Personalized capacity estimate.** Frigidaire Dealers have quick, simple method of estimating proper capacity model needed for any size room.

# Frigidaire



**America's No. 1 Line of Refrigeration  
and Air Conditioning Products**

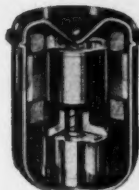
The rapid growth of the room air conditioner industry in recent years is a clear indication of the vast potential demand for these units. Industry sales in 1950 were double those of 1949, yet the surface has barely been scratched.

With over 30 years experience in refrigeration behind them, Frigidaire Room Air Conditioners have already assumed an important position in this fast-growing industry. Two of the models Frigidaire has available have been beautifully styled by Raymond Loewy, and are designed to supply most room- and office-cooling needs. For with the  $\frac{1}{2}$  horsepower ARO-50, the 1 horsepower ARO-100 and any number of combinations of the two units, areas both small and large can be easily and economically cooled. Larger areas are readily serviced with Frigidaire Self-Contained or Central System equipment.

Armed with these proved sales-makers, the Frigidaire Dealer has many extra profit opportunities that are not available to many dealers. Here is further proof of the value of the Frigidaire franchise!

## Only Frigidaire has the Meter-Miser . . .

**same dependable unit that powers  
America's No. 1 Refrigerator**



Because it is the simplest, most precise cold-making mechanism ever built, the Frigidaire Meter-Miser is as economical as it is dependable. Sealed in steel and oiled for life, it never needs attention.

**Special 5-Year Warranty.** Every one of the many millions of these famous sealed units is protected against service expense by Frigidaire's special 5-Year Warranty.

## Frigidaire Self-Contained Air Conditioners In 3- and 5-Ton Sizes

Frigidaire's complete line of air conditioning equipment includes these self-contained units and central system equipment. Designed for stores, plants or large offices, they create additional customers for Frigidaire Dealers. Easy and economical to install, these models are quiet, dependable, easy-to-operate and extremely efficient. Heating coils can be added for winter use.



# PERFORMANCE IS WHAT COUNTS!

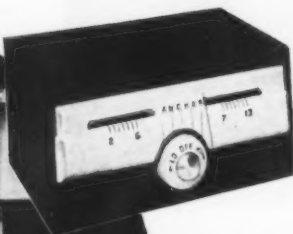
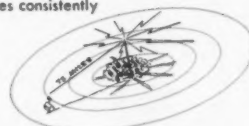
## ANCHOR'S

superiority of performance  
*remains unchallenged!*



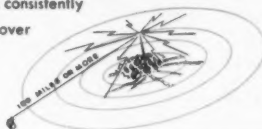
### THE ANCHOR *Suburbanite*

Single-Stage Booster—for low signal areas in or near cities. Assures consistently good reception up to 75 miles.



### THE ANCHOR *Granger*

Two-Stage Booster—recommended for distant rural areas. Assures consistently good reception for over 100 miles.



Despite critical material shortages, Anchor not only is offering the same high quality standards so widely hailed by the TV set industry, itself, but it is still making as many boosters as a year ago. To meet the current unprecedented demand, however, Anchor would have to expand, which is naturally not possible now! Therefore they have had to institute a very strict allocating system. No preference on deliveries to anyone has been or ever will be practiced.

When a booster is needed to complete a perfect installation, Anchor's outstanding performance under all conditions has made it the first choice of those who buy and sell. So always buy the *best*—first!



ANCHOR ENGINEERING ALWAYS A YEAR AHEAD!

**ANCHOR** RADIO CORP.

2215 SOUTH ST. LOUIS AVENUE • CHICAGO 23, ILLINOIS



#### MITCHELL TV Consoles

Mitchell Mfg. Co., 2525 Clybourn Ave., Chicago, 14, Ill.

Models: T17-M and T17-B console TV.

**Selling Features:** Both models feature 17-in. rectangular, dark-faced picture tube; built-in "Magna-Tenna"; "Easy-Beam" tuning brings in sound and picture automatically synchronized and a "Synchro-Hold" circuit feature automatically "locks in" the picture; automatic gain control; "Pin-Point Focus" automatically builds up sharp full-contrast; Alnico PM dynamic speaker; 20 tubes including picture tube and 2 rectifiers; T17-M, mahogany finish; T17-B, blonde finish.

**Prices:** T17-M, \$303.95; T17-B, \$315.95. Excise tax and 1 year's parts guarantee on T17-M, \$26.09; on T17-B, \$26.68.

Electrical Merchandising, June 1951



#### HOFFMAN TV Consoles

Hoffman Radio Corp., 3761 S. Hill St., Los Angeles, 7, Calif.

Models: 4 open face console models—Nos. 886, 887, 896 and 897.

**Selling Features:** Nos. 886 and 887 have 17 in. rectangular tubes; No. 896 and 897 have 19 in. rectangular tubes; all models available in blonde, oak and mahogany finishes.

Also added to the line are 3 half-door consoles, 6 full-door, 5 new combination a.m.-f.m. radios with 3-speed photos.

Electrical Merchandising, June, 1951



#### RAYTHEON TV Combination

Belmont Radio Div., Raytheon Mfg. Corp., 5921 W. Dickens Ave., Chicago, 39, Ill.

Model: No. RC17i9 "Santung" combination TV, radio, phono.

**Selling Features:** Full-scale pictures on 17-in. rectangular tube; "Ray-Dial" continuous tuner; built-in Ray-Tenna; balanced Alnico-5 magnetic speaker; "Hi-Lite" picture power.

Electrical Merchandising, June, 1951

## ELECTRICAL APPLIANCE NEWS

# New Products

### TELEVISION



#### CAPEHART TV Console

Capehart-Farnsworth Corp., Fort Wayne, 1, Ind.

Model: "Berkshire" No. 335-M.

**Selling Features:** Features a 20-in. rectangular tube; super-powered CX-33 chassis; Capehart Symphonic-Tone system with 12-in. permanent magnet speaker; picture and sound synchronized as special circuit prevents raspy intermittent noise; Synchrolock ties picture to transmitter's signal for flickerless reception; Polatenna, a built-in aerial, provides reception in many areas where roof installations are not permitted; mahogany cabinet, 18th century English with Chipendale mouldings; paneled doors fold flush against sides of cabinet.

Price: \$550.

Electrical Merchandising, June, 1951



#### MAJESTIC Telesets

Majestic Radio & Television Div., The Wilcox-Gay Corp., 70 Washington St., Bklyn., N. Y.

Models: Table model No. 70 and console model No. 712.

**Selling Features:** Both models equipped with 17 in. black "sight saver" tube; built-in antenna; "eagle eye" tuning.

No. 70 has luggage finish cabinet, plastic front. No. 712 has hand-rubbed mahogany cabinet.

**Prices:** Repriced No. 70 at \$199.95; No. 712, \$269.95.

Electrical Merchandising, June 1951



#### KENT TV Console

Kent Television, Inc., 808 Driggs Ave., Brooklyn, N. Y.

Model: Kent French Provincial console combination.

**Selling Features:** New models with full doors in walnut finish, available in 19- or 20-in. screen sizes; include 3-speed record changer with FM radio; a 630 type chassis with keyed AGC and other improvements is also employed.

Price: Line starts at \$695.

Electrical Merchandising, June, 1951



#### CAPEHART Table Telesets

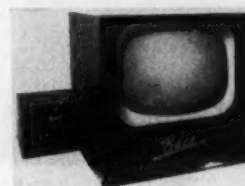
Capehart-Farnsworth Corp., Fort Wayne, Ind.

Models: Atlantan No. 331-B and Bostonian No. 331-M.

**Selling Features:** 20-in. rectangular tube provides clear picture; CX-33 chassis; super-powered permanent magnet speaker; sound and picture are locked together by synchro-sound system; Atlantan has highly polished bisque korina cabinet; Bostonian, mahogany.

**Prices:** Atlantan, \$379.95; Bostonian, \$359.95

Electrical Merchandising, June, 1951



#### BACE Table Teleset

The Bace Television Corp., So. Hackensack, N. J.

Model: B 20RCF custom built remote control 20-in. home TV set.

**Selling Features:** 20-in. black face rectangular tube; Bace 630 K 34-tube chassis (2-unit chassis); remote control operation up to 100-ft.; automatic brightness control; keyed AGC; special high gain circuits built into remote control unit that have a gain of 9 times (19DB) on low band and 5 times (14DB) on high band; dual antenna input requires no switching; 4 circuit tuner for FM rejection and signal to noise ration; limiter discriminator FM sound system for noise free and high quality sound reception.

Electrical Merchandising, June, 1951



#### STARRETT TV Console

Starrett Television Corp., 601 W. 26th St., New York, 1, N. Y.

Model: "The Riviera" No. 37BM1 console.

**Selling Features:** 17-in. anti-glare picture tube; new R-F tuner unit; automatic gain control; 11 tuned circuits of amplification for sound reproduction; 9 tuned circuits of amplification for picture reproduction; superhet circuit; super-powered video amplifier; period styled cabinet with full doors of mahogany hardwoods; super-sensitive permo-magnetic speakers using Alnico V for extended frequency range; 2-stage audio amplifier; built-in antenna.

Price: \$359.95.

Electrical Merchandising, June, 1951



#### CONRAC TV Consoles

Conrac Inc., Glendora, Calif.

Models: New line of "Television by Conrac" features 16 console styles.

**Selling Features:** Features endorsement of Mahogany Association Inc., carries the seal "Certified Genuine Mahogany;" available in mahogany, walnut, blonde, maple as well as a choice of 16, 19, 20- and 24-in. picture tubes.

Electrical Merchandising, June, 1951





## Appliance Dealer Has Less Service Calls and Replacements with Klixon Protected Equipment

TRENTON, N. J.: Gilbert Levy, Service Manager of Bond Electric, Trenton's fastest growing appliance dealer, proves Klixon Protectors prevent motor burnouts.

"There is no doubt in my mind, or in the minds of my associates, that equipment with Klixon Protectors requires less service and less replacement than those not similarly protected. 'A thorough check of our records over a long period of time has proven conclusively that motor repairs and replacements in equipment supplied with the Klixon Protector are negligible.'"



### Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated are built into the motor by the motor manufacturer. They keep motors in such equipment as refrigerators, oil burners, washing machines, etc., working by preventing the motors from burning out. Reduce service calls, minimize repairs and replacements by specifying that equipment has motors with Klixon Protectors.

**KLIXON**  
TRADE MARK REG. U.S. PAT. OFF.

**SPENCER THERMOSTAT**  
Division of Metals & Controls Corp.  
2510 FOREST ST., ATTLEBORO, MASS.

## ELECTRICAL APPLIANCE NEWS

### New Products



#### ARVIN Table Radios

Arvin Industries, Columbus, Ind.

**Models:** No. 540T series table radios.  
**Selling Features:** Restyled in swirl and louvre pattern; available in 6 colors: flame, citron, cherry, avocado, ivory and pebble; shatter-proof, crash-proof and kid-proof; non-breakable, mar-resistant cabinet of seamless, 1-piece stamped steel; improved Alnico permanent magnet speaker; 4 tubes; tuning knob direct-coupled with variable condensers; superhet with 2-gang condenser and beam power output; weighs only 3½ lbs. a.c. or d.c.

**Price:** \$18.95.

*Electrical Merchandising, June, 1951*

matic turn-off within 90-min; a deluxe model is also being made available in ivory cabinet and other colors with a "Utility socket" which automatically turns on radio and any appliance at pre-set time; "absent-minded" switch shuts off radio automatically within 2 hrs. after being turned on; manual on-and-off switch; will retail at slightly higher price.

**Price:** No. 511, \$29.95.

*Electrical Merchandising, June, 1951*



#### STROMBERG Radio-Phono

Stromberg-Carlson Co., Rochester, N. Y.

**Model:** The Woodstock No. 1608 PFM radio-phonograph.

**Selling Features:** New Chassis incorporates 3-gang variable condenser tuning; tuned RF stage; AVC; tone compensated volume control; 10-watts audio power have push-pull power output; bass and treble controls separate; built-in high impedance Signal Maximizer loop antenna has terminal for an external antenna if needed and is pivoted at chassis attachment point so it may be rotated for best possible reception; 3-speed automatic drawer type record changer plans and shifts from 10 to 12 of any of the records currently available; tone arm equipped with dual pick-up for correct needle diam and pressure; changer stops automatically after last record has been played; mahogany veneer cabinet; antique English brass door pulls on full length doors; 12-in. concert type speaker; ample record storage space with special shelf for small 7-in. records.

*Electrical Merchandising, June, 1951*



#### MC MURDO SILVER Portable Radio

McMurdo Silver Co., 417 Lafayette St., New York City

**Model:** No. 6332 "Trans-World" portable, 3-way radio.

**Selling Features:** 3-way, 3-band receiver (ac-d.c. battery); automatic volume control; low battery current drain; tropic sealed construction; telescopic antenna for short wave reception; 5-tubes plus selenium rectifier; 6 in. speaker; operates on 110-220 volts a.c. or d.c., and changes over by automatic switch from electric to battery; luggage-type cabinet; slide door front moves out of view when set is in use; weighs 13 lbs. less batteries.

*Electrical Merchandising, June, 1951*



#### MITCHELL Portable Radio

Mitchell Mfg. Co., 2525 Clybourn Ave., Chicago, 14, Ill.

**Model:** Caravan No. 1256 portable radio.

**Selling Features:** 3-way personal superhet portable; operates from self-contained batteries or from 110-volts a.c. or d.c.; full standard broadcast band; built-in "Air Magnet" antenna; Alnico PM dynamic speaker; avc; full-vision side tuning dial; 4 tubes plus selenium rectifier; one 4½-volt "A" battery and one 90-volt "B" battery handle.

**Price:** \$39.95.

*Electrical Merchandising, June 1951*



#### PHILHARMONIC Clock-Radio

Philharmonic Radio & Television Corp., New Brunswick, N. J.

**Model:** Philharmonic clock-radio No. 511.

**Selling Features:** Features ultra-sensitive iron core stick-loop type antenna; full vision sliderule dial scale and vernier tuning; ebony Bakelite cabinet; "Sleep Switch" provides auto-

# New! FIRELIGHT FRONT DUO-THERM GAS HOME HEATER!



Exclusive fine period-furniture styling!

Exclusive Firelight Front!

Extra-large Heat Chamber and Economizer!

Exclusive Duo-Therm Equafire Burner!

Long-lasting, high-lustre mahogany finish!

Exclusive Flexible Down-draft Diverter!

Revolutionary All-in-One Control!

Exclusive Power-Air Blower!

Choice of two capacities: 50,000 BTU input and 65,000 BTU input.

Fully vented!

AGA approved!

Here's a brilliant new addition to the Duo-Therm line of America's most superbly-styled, finest performing Gas Home Heaters. The Chippendale with Firelight Front has the exclusive style, features, and performance that make warmly satisfied customers.

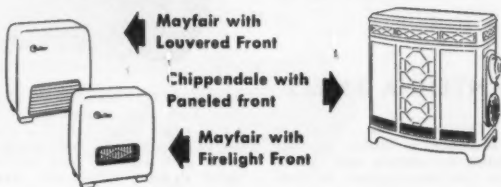
It's another great reason why you can count on Duo-Therm—your fastest selling line. And you

can count on Duo-Therm for competitive prices—generous discounts!

Your Duo-Therm distributor will be happy to give you a chance to *see for yourself* about this outstanding new model. Or, you may obtain complete specifications by writing: Duo-Therm, Division of Motor Wheel Corp., Lansing 3, Michigan. Do it today!

**SEE US at the Furniture Mart—Space 517**

**Duo-Therm Gives You  
A Complete Line of Gas Home Heaters**



Mayfair with Louvered Front

Chippendale with Paneled front

Mayfair with Firelight Front

## DUO-THERM

*the new standard  
in gas home heaters*

Duo-Therm is a registered trade mark of Motor Wheel Corp., Copyright, 1951

# NO SUMMER SALES SLUMP WITH MITCHELL



**Fastest Selling  
Summer Appliance**

## the world's finest ROOM AIR CONDITIONERS

There's no doubt about it! MITCHELL's sales increase of 470% is just the beginning of really big summer business for every MITCHELL air conditioning dealer. Why? . . . because MITCHELL offers all the outstanding selling advantages of *proved* best quality—highest cooling power—unbeatable all-around operation. Four fast-selling models cover every room-cooling need. They're priced to beat any competition, and they all carry the 1-o-n-g profit that piles up extra dollars.

Here is the sure-fire seller you need for big volume appliance business all summer long. Cover the home and office market the right way this summer with MITCHELL Room Air Conditioning—the line that turns hot weather into dollars for you.



### LEADER VALUE! 1/3-TON UNIT

1951's unbeatable value! Features exclusive "MITCHELL-mover" . . . permitting installation in a few minutes—requires no window filler panels for installation. It's the leader of the year!

**ONLY \$229<sup>95</sup>**

Sell the complete MITCHELL line: 1/3, 1/2, 3/4 and 1 ton units

**A MITCHELL FRANCHISE MEANS MONEY! Write Today!**

MITCHELL Manufacturing Co.  
2525 N. Clybourn Avenue, Chicago 14, Illinois  
Please send the complete, extra-profit details on  
MITCHELL Room Air Conditioners.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

### 3 EXCLUSIVE SELLING FEATURES

**DYNA-  
COOLER**

**TURBO-  
DRYER**

**AIR  
SCOOP**

*features you can  
display, demonstrate  
AND SELL!*

## ELECTRICAL APPLIANCE NEWS

### New Products



#### MITCHELL Table Radios

Mitchell Mfg. Co., 2525 Clybourn Ave.,  
Chicago, 14, Ill.

Models: Nocturne Nos. 1252 and 1253;  
and Madrigal Nos. 1254 and 1255.

Selling Features: Nocturne, a.c.-d.c. superhet; standard broadcast; built-in "Air-Magnet" loop antenna; plastic dial; Alnico PM dynamic speaker; avc; 5 tubes; plastic-molded cabinet; 1252 walnut finish; 1253, ivory finish. Madrigal, 6-tube a.c.-d.c. superhet; built-in "Air-Magnet" loop; Alnico PM dynamic speaker; "Magna-Vision" dial; plastic cabinet; No. 1254 walnut finish; No. 1255, ivory.

Prices: Nocturne, No. 1252, \$24.95;  
No. 1253, \$29.95. Madrigal, No. 1254, \$34.95; No. 1255, \$39.95.

Electrical Merchandising, June 1951



#### WEBSTER-CHICAGO Phone Units

Webster-Chicago Corp., 5610 W.  
Bloomingdale Ave., Chicago, 39, Ill.

Devices: 4 automatic phono replacement units and phono plug-in units.

Selling Features: Emphasis on 106 and 107 record changers; No. 106 is automatic, 3-speed changer for custom installations and replacement; velocity-trip mechanism and auto-



matic needle set-down point controlled by the position of the record push-off shelf as well as an automatic stop that shuts off motor and returns pickup arm to rest position when last record has been played; muting switch silences amplifier during record-changing process. No. 106 replaces No. 356. No. 107, a plug-in unit on a base pan, has same advancements as No. 106. No. 100 changer and No. 551 a plug-in model of this changer on a base pan also included in line.

Electrical Merchandising, June, 1951

#### TV ANTENNA BRIEFS

Robot Appliances Inc., Dearborn, Mich., announces a "Robot" operator for rotating an antenna which makes only one rpm then reverses its direction. In case of interference by any

object so that it cannot go through its normal cycle, the friction rollers on the operator slip until the obstructing object is removed. Offers an economical and dependable automatic power limit for an operation requiring a reversing travel cycle or intermittent cycle in one direction for any special application.



A Remote Extension Wall Plate to provide more than one point at which a TV set can be plugged in, is announced by Javex, Garland, Texas. Can be mounted flush without usual wall box; available in ivory or brown; complete packaged unit includes plug and mounting screws.

A Tite-Line TV Guide wire tightener recently made available nationally by A. C. Sales Co. 1527 N. Western Ave., Hollywood, Calif., keeps TV wire and wire clotheslines tight without use of bolts, nuts or threads; holds over 500 lbs; requires no tools to attach; one pull removes all slack; aluminum housing; tempered plated steel jaws and spring.



Hi-Lo TV Spiral Antenna, a new indoor TV antenna, is being manufactured by the Hi-Lo Antenna Corp., 3540 N. Ravenswood Ave., Chicago, 13, Ill. Spiral design and gold color harmonizes with any room decor. Needs no adjustment of rods—receives good pictures and clear signals in areas of high interference; high signal gain; Bakelite base, aluminum bars; 20 in. high, 32 in. wide. A floor model is also available at additional cost and includes an extension rod and heavy metal base. Price: \$9.95.



Sonic Industries Inc., 221 W 17th St., New York City, announces the addition of a new Super Sonic TV booster No. IT7 to its line. Delivers a high usable gain with full band width and higher signal to noise ratio; Bakelite cabinet. \$37.50 retail.



# Get Out! Out! Out! and you'll make money with SYLVANIA T-V

TRIPLE  
YOUR TERRITORY  
HERE IN THE  
FRINGE AREAS

ALL THIS,  
AND THE TERRITORIES  
YOU SHARE WITH  
COMPETITION TOO!



IT'S ANOTHER  
TELEVISION  
BOOM!



## HOW FAR ARE YOU WILLING TO GO TO MAKE REAL MONEY NOW?

PEOPLE won't buy television sets right now? What people? The ones that came in and bought them off the floor without a demonstration? People that lived where most any receiver would do so that even though you sold plenty of them you still got a lot of hard competition? Those were great days to be selling any TV line.

And the great days and big profits are coming back again for Sylvania dealers. We know that *it will be sooner than you think with Sylvania.*

But why wait a minute? *Right now* there are rich profits to be made, as large as there ever were in the business, if you sell the tremendous new market that is wide open in the "fringe area."

The Sylvania line is the one line that guarantees you can offer clear "fringe area" reception. These people haven't bought, or aren't satisfied, but they want TV. What a sales opportunity!

## AND SYLVANIA IS THE BEST BUILT SET ANYWHERE

Look at these Features:

Movie-Clear\*  
Pictures

Studio-Clear\*  
Sound



**Picture**—Sylvania picture tube—the finest black tube made—sharp from edge to edge with sharp, clear definition from black to white... **Chassis**—Bigger, runs cooler, lasts longer. A minimum of 20 tubes, plus picture tube and four rectifiers... **Interference Eliminated**—Exclusive Sylvania "Triple-Lock" keeps picture in, interference out... **Perfect Interlace**... No high voltage shorts—Picture tube high voltage is *barrier-insulated*... Big speakers, fool-proof controls—Built-in Antenna... No-glare tilt face plate... Equipped for quick conversion to UHF... **Cabinets**—A luxury line of cabinets with eye-appeal that starts to sell them from the window and on the floor before you demonstrate.



Ask your service man about Sylvania. It's the service man's line.

A complete line—Television Combinations, Consoles, Table Models and Radios.

\*Sylvania Trademark

### Read what an Allentown, Pa. woman said:



"I just had to write and tell you how pleased we are with our 1951, 17-inch Sylvania.

"Living in a 'fringe area' we hesitated buying a set until something could be done about eliminating this trouble, but with the possibility of not being able to buy a set until after the crisis—we plunged and am I happy we did.

"We are envied by our neighbors for our excellent reception. Our neighbors represent 10 to 15 different television companies and it is necessary for them to use boosters, in order for them to get some likeness of a picture on Channel 10. Our Sylvania *without* a booster brings Channel 10 in so sharp. One

gets Channels 3 and 6 so sharp and clear one imagines they are sitting in a movie theatre. "My neighbor informed me today he was going to turn his set in for a Sylvania..."

*And we get letters like this from every "fringe area"*

Get **OUT** Now. Hit that "canvas" and come back like a champion. Those people are just waiting to be shown. One set on a street will sell a neighborhood. Get out where there's no real competition for Sylvania. You'll make yourself some real money and you'll make yourself some real friends.

**DISTRIBUTORS**, You Triple your Market with Sylvania TV.

**"FRINGE AREA" DEALERS**, forget those Main Street moans—there's gold in those suburbs.

A Few Distributor Franchises Are STILL OPEN TO QUALIFIED ORGANIZATIONS

Write. Wire or Phone TODAY!  
CASH IN ON THIS MARKET  
Get Out and Get it in!

# SYLVANIA

RADIO & TELEVISION DIVISION  
254 RANO ST., BUFFALO, N. Y.  
VICTORIA 2450

Television Sets; Radios; Radio Tubes; Television Picture Tubes; Electronic Products; Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing, Wiring Devices; Light Bulbs; Photostamps.

For steady sales and top profits...

# The new **NORGE** appliances

Packed with features women want



## 6 New NORGE ELECTRIC RANGES

A size and price for every prospect... yet every model has the famous Blended-Heat Oven and easy-to-read 7-Speed Tele-Switches. See them all... see why it's easy to convince your customers that a Norgé is "America's best cook!"



## 7 New NORGE GAS RANGES

It's the hottest line of gas ranges in the industry—from the apartment-size model with big-range capacity to the prize-winning "Self-Starter" that lights *electrically*. Norgé has the features, the in-built quality... yet Norgé prices are sweet and low!



## New NORGE MARKET MISER

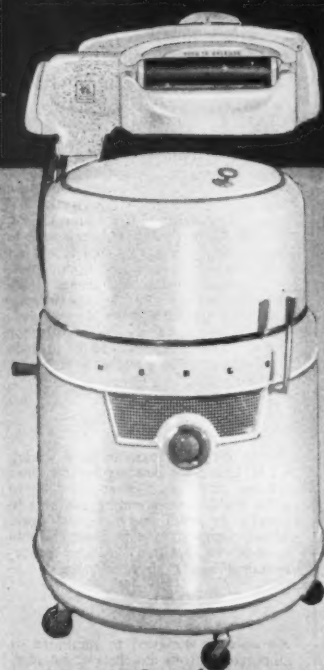
**HOME FREEZER.** A money-saver for housewives—a money-maker for you! Saves up to 25% on food bills yet costs *less* to run! This feature-loaded new Norgé Home Freezer offers terrific profit possibilities and is ready to prove it!



...THE LINE THAT PAYS OFF FOR THE DEALER!

# are Out of this World!

at down-to-earth prices!



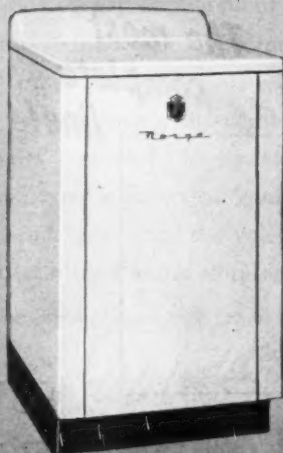
## 6 New NORGE

**WRINGER WASHERS.** Feature-for-feature, the new Norge washers defy competition. Streamlined design, service-saving quality, unexcelled washability... all at the dollar-stretching prices your customers want to pay!



## 9 New NORGE REFRIGERATOR MODELS

There's a size for every family... from compact 6's to a giant 11 cu. ft. model. There's a price for every purse... from feature-packed manual defrost models to deluxe-equipped Jet Self-D-Frosters, the most convenient refrigerators ever designed. For features women want, for built-to-last quality... at really low-down prices... Norge makes history in '51!



## COMPLETE LINE OF NORGE WATER HEATERS

The safe, clean, automatic way to crystal-clear hot water... day or night! Compact Table Top or upright models... 20 to 82 gallon sizes... all backed by the Norge 10-Year Protection Plan. All electric. And every feature is a sales-maker... including the exclusive Twin Magnesium Anodes that retard rust and corrosion.

**COME SEE US AT THE SUMMER MARKET JUNE 18 thru 28**  
**FURNITURE MART—5th FLOOR • MERCHANDISE MART—2nd FLOOR**



# "Martha Washington the brand of demand in my store!"

"When your buyers see MARTHA WASHINGTON...the brand their families and friends have used for almost a hundred years, they're easier to sell," says a typical MARTHA WASHINGTON Dealer. This customer acceptance, coupled with highest quality, sensible styling and honest prices, make MARTHA WASHINGTON, in ranges and heaters, the brand of demand and profitable, too.

New MARTHA WASHINGTON Range and Heater models are sized and priced for every family...modernly designed and superbly built. Ask your MARTHA WASHINGTON Distributor for profit details or write direct.

**GRAY & DUDLEY COMPANY**  
Nashville 3, Tennessee



MARTHA WASHINGTON  
Deluxe GAS RANGE—  
all the wanted features  
and the price is right!



MARTHA WASHINGTON  
ELECTRIC RANGE—Eye-  
appeal and buy-appeal with  
the traditional Martha  
Washington quality.

*Established  
1862*



WASHINGTON TABLE TOP  
WATER HEATER—70, 90  
and 42 gallon sizes; com-  
pact and truly efficient.



WASHINGTON FRUGAL OIL BURNING  
HEATER—Down-Draft, Hot-Blast com-  
bustion gets more heat from less fuel.

WASHINGTON FRUGAL VENTED  
AND UNVENTED GAS HEATERS  
—wide range of radiant and  
closed circulator models.

*The most  
complete  
line!*

## GRAY & DUDLEY CO., DEPT. E.

Please send literature and prices on the following:

- Washington Frugal Gas Heaters—Unvented
- Washington Frugal Gas Heaters—Vented
- Washington Frugal Vented Radiant Heaters
- Washington Frugal Gas Floor Furnaces
- Washington Frugal Oil Heaters

NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

## ELECTRICAL APPLIANCE NEWS

*New Products*

### TV ANTENNA BRIEFS

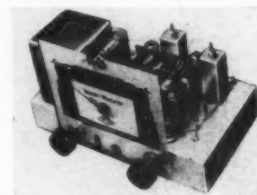
A new Antenna Distribution System is announced by Javes of Garland, Texas. Designed to mount flush, with or without use of the usual wall box, the new system incorporates a 300 Ohm distribution system integral with wall plate of modern design. Available in ivory or brown.



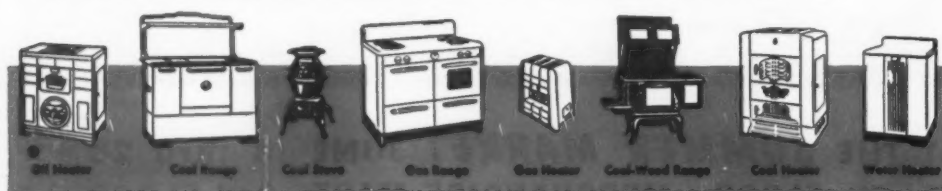
Sylvania Tube Div. announces a 14-in. and a 17-in. electrostatic focus TV tube. Two types, 14GP4 and 17FP4, provide set performance comparable to that of magnetically focused types, but eliminate need of focusing magnets which require cobalt and nickel. Both tubes have 6.3 volt. .6 ampere heaters, require 12,000 volts d.c. on collector; approximately 2600 volts for focus. Gray filter face plates provide approximately 66 percent light transmission.

Jensen Mfg. Co. announces a Viking CTM Universal Bracket Set for their Viking line of speaker models to solve problem of mounting speakers to chassis in small radio repair work. Metal clamp strip with channels hold speaker in position at any predetermined height above chassis.

An antenna designed to minimize or eliminate entirely co-channel interference is announced by Technical Appliance Corp., Sherburne, N. Y., manufacturers of Taco antenna equipment. Designated as the Taco Special Twin-Driven Yagi, it makes possible clear reception in areas where ordinary antennas cause "venetian blind" effect on screen.



A 1951 FM Tuner with automatic drift compensation and built-in transformer-operated power supply has been announced by Universal Television Mfg. Co., 196 Bowery, N. Y., 12, N. Y. Known as the URECO No. 501, it has a precision, high-fidelity FM chassis, and is designed for simple connection to any radio, radio-phonograph, record player or separate amplifier.





# RIDE THE **TOP** PROFIT LINE

## COROAIRE

**THE MAJOR APPLIANCE WITH THE MAJOR  
EXPANDING MARKET**

**EXTRA PROFITS—  
NO INCREASED  
OVERHEAD**



Postwar development — different — revolutionary principle • Spectacular—patented, exclusive Venturi Tube • Packaged —complete home heating appliance • Size of console radio—priced less than home refrigerator • Heats for cost of electric light bill—all gases including L.P. • Market unlimited—homes new and old, apartments, shops, offices, restaurants, business places of all types • Sells year 'round—No repossessions —No trade-ins • Tens of thousands sold since the war by major household appliance distributors and dealers • Installation simple—trouble-free service.

WRITE NOW for complete merchandising plan—Large profits for alert merchandisers.



*FIRST in the Industry*

**THE COROAIRE HEATER CORPORATION**

1422 Euclid Ave. • Cleveland 15, Ohio

# COROAIRE

# Sentinel® Sets **SNUB**

*Service  
Calls!*

312-P

335-P

And I'll tell  
you why!

... or, at least, give you  
a few of the major reasons. First,  
*Sentinel* sets are designed by top ranking engineers  
—not by cost accountants. Second, components  
are tested separately, *before* assembly. Third, *Sentinel*  
workers are on an hourly pay rate—no piecework, no  
speedup! Fourth, *Sentinel* TV sets are  
tested and re-tested throughout assembly—  
and on completion by Quality Control  
Managers. That enough? For more, ask  
your distributor or *Sentinel* direct. SOON!

Model 431-CVB  
Colorfast Korina  
Model 431-CVM  
Mahogany

Model 429-TVM  
Mahogany  
Model 429-TVB  
Colorfast Korina

**Sentinel**

SENTINEL RADIO AND TELEVISION • Evanston • Illinois

## NEW EQUIPMENT for your BUSINESS



**HERCULES Bridging**

Glover Mfg. & Sales Co., Akron, 14, Ohio

*Device:* Hercules metal bridging for bracing floors under such appliances such as automatic washers, dryers, etc.

*Features:* Suitable for use in installing equipment that vibrates in homes with weak floors; bridging snaps easily between joists under the appliance and strengthens the supporting area; require no nailing—simply set points of one end into joist top near sub-floor and place points of other end at bottom of next joist, pull down and it snap locks permanently; adjustable for 2x6, 2x8, 2x10 joists; FHA accepted.

*Price:* Complete set, (4-pieces) 30¢; packed 100 male to a carton and 100 female to a carton.

*Electrical Merchandising, June, 1951*



**Hand Truck & Stacker**

Clark-Hopkins Equipment Corp.,  
Philadelphia, 23, Pa.

*Device:* Dual-purpose hand truck with built-in hydraulic hoist for lifting and stacking.

*Features:* For loading and unloading heavy cases and barrels from ground level where loading docks are not available; designed to fill need for small, light-weight, highly maneuverable hand truck that will enable one man to load and stack heavy merchandise; weighs only 111 lbs. yet has 500 lb. capacity lifts to tail-gate height of 54 in.; 22x19 in. platform holds large packages; 8 in. rubber wheels.

*Electrical Merchandising, June, 1951*



**BARRETT Portable Elevator**

Barrett-Cravens Co., 4609 S. Western  
Blvd., Chicago, 9, Ill.

*Device:* Barrett "5-hundred" line portable elevator with a full 7-ft. lift.

*Features:* Developed to meet need for lighter lift than 500 lb. standard; increases height to which materials can be piled; gives elevator a greater range of usefulness for overhead and ceiling repairs.

*Electrical Merchandising, June, 1951*





\* Electric ironer, freezer, automatic coal stoker and water softener are among the many up-to-date conveniences in the new brick home of the Ferd Schmidts, typically prosperous Iowa Country Gentleman farm family. Besides shopping in nearby towns, the Schmidts travel as far as Chicago for some major home and personal purchases.

# proved!

## ***ADS IN COUNTRY GENTLEMAN HELP YOU SELL MORE APPLIANCES!***

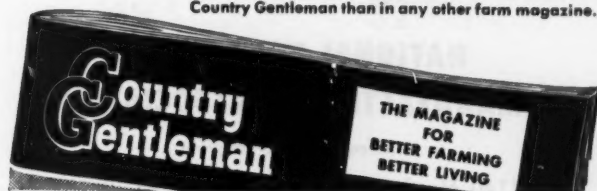
When a manufacturer puts an ad in Country Gentleman, it's the strongest kind of help to you in selling your best rural customers! This has been proved in a nationwide survey of men and women heads of Country Gentleman homes. Not only do they read Country Gentleman more, use it more, like it more than the other big farm magazines—but they also . . .

- 1** READ THE ADVERTISING in Country Gentleman . . . in 96.2% of homes.
- 2** GET BUYING IDEAS from the advertising in 3 out of 4 homes.
- 3** RECALL DEFINITE BUYING IDEAS in over 3 out of 4 of these homes.

**... that's why dealers like you give  
Country Gentleman a lead of nearly 2 to 1**  
when voting for the farm magazine that helps most to sell local customers

That's why Country Gentleman also rates first with advertisers. They invest more advertising dollars in Country Gentleman than in any other farm magazine.

***GREATER POWER TO MOVE PEOPLE  
GREATER POWER TO MOVE GOODS***



# Complacency!

Complacency is a foreign word. Of course you'll find it in any American dictionary. But, because it suggests lethargy and a dangerous do-nothing attitude, it is completely "foreign" to the 500 manufacturers whose products you will see on display in your industry's 15th NATIONAL HOUSEWARES AND HOME APPLIANCE EXHIBIT.

They will be there with more than 100 classifications of merchandise, and thousands of products. They know that a complacent attitude toward selling, even in a defense economy—is not only dangerous but sometimes disastrous.

They know that the product that continues to sell year after year is the product that is consistently "sold," even when it is oversold.

They realize the importance of meeting with you, the buyer, to discuss mutual problems and to help you weather the choppy economic seas ahead.

Can you afford to miss your industry's only national exhibit in this crucial year? Five hundred un-complacent manufacturers know they cannot!

## 15th National Housewares and Home Appliance Manufacturers Exhibit

July 9-13

(Monday thru Friday)

AUDITORIUM  
ATLANTIC CITY, N. J.

NATIONAL HOUSEWARES  
MANUFACTURERS ASSOCIATION

(Incorporated not-for-profit)

1140 Merchandise Mart, Chicago 54, Illinois

## Do Home Demonstrations Help Sell TV?—NO

CONTINUED FROM PAGE 56

"Well, that may help a little," concedes Mr. Weiss, "but not enough to compensate for the disadvantages. The fact is, most people who are thinking of buying a television set know all about television, have seen it in operation and already have the feeling that it belongs. Too, they usually know the kind and size set they want or can afford. What they don't know is how different types, brands and models perform. We can show them that, right here in the store, but you can't show them that in their homes because you certainly couldn't send out half a dozen models for a customer to decide on."

Isn't there some conflict in selling six different brands against each other, comparing them side by side? Is there any general confusion in the customer's mind with so many types and models confronting him, which he probably wouldn't have if he concentrated on the performance of one set, in the privacy of his own home?

"Not at all," declares Weiss. "It's the same principle as that used by an automobile sales shop, a candy shop or a jewelry store, where wares are always displayed side by side and the customer invited to make a selection."

"We sell RCA, General Electric, Admiral, Motorola, Philco and Capehart, and we give them all equal prominence in display. When a potential customer enters the store, he is faced with an array of sets representing all six brands and the one he first shows interest in is the first to be demonstrated. Our four inside salesmen are required to know all about each brand, how it will perform, and to be able to demonstrate everything about it. We sell all six brands with equal enthusiasm and, naturally, try not to be pinned down on any one set."

Has the store's program of non-

demonstration worked out well? Have there been any complaints by potential buyers against the practice, or any refusals to buy because of it?

"We've had some, of course, but the percentage is negligible," answers Weiss. "Since we've been handling television we have lost less than five percent of our potential television business due to the non-demonstration policy, and even this figure cannot be attributed entirely to the program. I imagine that's just about as good a record as you'll find in the television sales field."

"On the other hand, we believe the policy has proved to be a good, sound business matter. Television is a luxury item; it isn't like a refrigerator or electric range, and it doesn't require the same methods of selling or demonstration."

From the dealer's viewpoint then, just what does Mr. Weiss sum up as the major arguments against home demonstration of television?

"A dealer simply can't send out sets for home demonstration," Mr. Weiss concludes, "unless he is willing to take the chance of winding up with about \$50,000 worth of used merchandise. If you have to take a set back, it becomes second-hand, no matter how good it looks or operates—and I reiterate, the customer is entitled to new and unused merchandise when he pays for it. All of the factors in favor of television home demonstration together do not, in my opinion, outweigh these two. They really amount to two simple factors of good business, fairness to the customer and fairness to the dealer."

The Glover Weiss Co., located at 220 W. Adams St., in the heart of downtown Jacksonville, has long been known as a radio and television center. Some major electrical appliances are sold by the firm, and a brisk trade is done in vacuum cleaners, mostly by four part-time outside salesmen, but the company's major interest is in electronics.

The store contains a large studio at the rear, from which radio and television programs are broadcast occasionally by Jacksonville stations. This studio is equipped with microphones, a piano and other musical instruments, and is sound proof. Mr. Weiss extends its use to various musical, civic and club groups in the city, and it has been the means of making many new customers and friends for the store.

"The studio also serves as an excellent room for the careful demonstration or instruction in television and radio which we do in the store here," says Mr. Weiss. "It approximates a home living room closely and is ideally furnished for the purpose. We can set up any make, size or model set in it, in a few minutes. It's the only 'home' in which we do our demonstration."

End



"—AND IF YOU WANT TO SEE THE RETURN OF THE BAT MAN, JUST GET ANOTHER RADIO AND TURN IT ON LOUD!"

# MORE NEWS

from *Capehart*

The hottest number  
in TELEVISION

**20** INCH TABLE MODEL  
only \$**359<sup>95</sup>\***

\*Includes Fed. Excise  
Tax. Price for Zone 1.  
Warranty extra.

Here's Capehart's answer to your demand for an instrument that fits today's trend to bigger pictures. Featuring a 20-inch rectangular direct view tube and the famous CX-33 Chassis, in a mahogany veneer cabinet, the "Bostonian" gives a full scale picture that is clearer and sharper for the most demanding viewer. Add Capehart's policy of realistic pricing to meet today's careful budgeting, and it's easy to see why all who have seen the "Bostonian" are putting it down as the "set of the year"—for sales and profits!

Here's another example why the Capehart selected dealer franchise has many profit-winning advantages! Look into it today. See your distributor or write E. Patrick Toal, Director of Sales at Fort Wayne.

**WHEN IN CHICAGO**... be sure to visit the Capehart Salon, Room 1118, at the Merchandise Mart.

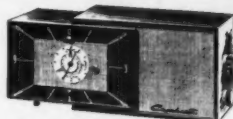


**CAPEHART-FARNSWORTH CORPORATION**  
Fort Wayne 1, Indiana

An Associate of International Telephone  
and Telegraph Corporation



## STILL MORE PROFIT-MAKING NEWS FROM CAPEHART!



**The best looking clock-radio  
on the market**

The Capehart Clock-Radio is not only an accurate timepiece, it serves as a tireless servant... reminds of appointments, turns on appliances. Beautifully styled in a choice of colors. A sure sales winner!

**\$49<sup>95</sup>**



**A CAPEHART  
table model radio**

True Capehart quality in miniature. Handsomely designed in dark green plastic... unbelievably beautiful tone. It's all set to make a big splash in the table-radio market... boost profits for you!

**\$32<sup>95</sup>**



**DON'T  
MISS IT:**

## Something **NEW** in Sewing Machines, Sewing Methods, Sewing Machine Merchandising!

**BOOTH 12, CHICAGO  
ARENA, across the street  
from the American Furniture  
Mart, June 18-28**



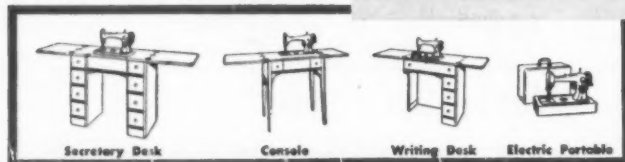
See this patented miracle!

### Featuring a New



Step right across the street to the Chicago Arena for a first-hand comparison of all that's new in sewing. Sew-Gem has it — with new economy models to bring modern sewing within everyone's reach . . . with a beautifully complete line featuring SUSIE, the ROTARY STITCHER. With SUSIE, every machine is a modern machine, guaranteed never to lock, clog, or jam!

#### The Modern Sewing Machine Line



**GELMAN MANUFACTURING CO., ROCK ISLAND, ILL.**

## Check Your Inventory Management

CONTINUED FROM PAGE 77

margin 66 2/3 percent over that of item #7. The dealer who records item turn on stock control cards can correct such discrepancies by sizing his stock to maximum and minimum levels depending on sales and thus keep his inventory investment at minimum.

Contrary to some business counselors, there is no fixed turn that will produce most profitable results. The turn will differ with the business, the item and business conditions. The average turn as shown by group studies is a guide but not the sole answer to the problem. Find out YOUR most profitable turn on different items or lines by means of adequate recordings and maintain it as long as it is profitable. Profitable turnover will vary from period to period so you must keep watching this figure continually. At one time you may turn an item or line 3 times and make money on it, at another time you may get a stockturn of 4 and lose money on it. In general, inventory is never too high if your working capital is in good shape and your profits are up to par. When working capital shrinks, when it becomes difficult to meet your obligations on time, when your profits drop below par, it is often because your inventory is

excessive. You have too much money tied up in it. You should liquidate it faster to improve your working capital position and your profits.

#### Too Much Stock—or Too Little?

Some dealers carry high average inventories for the amount of business they do. Other dealers may do much more business on a lower investment in the "carry" or they have better balanced stocks. Money invested in inventory is often frozen capital because the business has been conditioned to require a certain "carry" and the stock on hand is in the category of a fixed asset, like a showroom fixture. Many dealers give too little thought to the dollar invested in inventory. In many cases, they could do business with less stock or a better balanced stock if their selling methods were improved, if they had a better form of inventory control or if they bought more wisely. Of course, if stocks become scarce in this war economy, the dealer will worry more about getting enough goods to sell than about his inventory investment, yet the principles discussed herein should be kept in mind, they are essential to efficient inventory management at all times. *End*

## Penny Postcards Sell Light Bulbs

**Cards to country schools increase  
Colorado dealer's sales 800 percent**

**W**ALK-IN traffic and outside salesmen may be the main sources of retail sales, but Harry Aldrich, head of Lakewood Appliance Co., Lakewood, Colo., has a fondness for mail order selling. Since he has used it to boost his light bulb sales by more than 800 percent in less than three months, his attitude is not hard to understand.

Aldrich believes that bulb sales are a big enough item to justify giving them an occasional campaign. The kind of campaign to use was decided for him while he was visiting in the country. A school superintendent mentioned that it was difficult for most small country schools to order the type of bulbs needed for classrooms, laboratories, gymnasiums and libraries from local hardware stores, drugstores, etc. Aldrich realized that the situation was ideal for mail-order business.

A pamphlet listing all the schools in the state in towns of less than 5000 population gave the firm its mailing list. To each school he sent a penny postcard headed, "Did you know?" and pointing out "that on General Electric

light globes and fluorescent tubes, you can save 20 percent on orders amounting to \$5 list price, and 25 percent on orders over \$15? You also save 10.4 percent federal tax when school exemption certificates are signed and returned. Order shipped same day as received, FOB Denver. Save money for your school—order today."

#### Immediate Results

Something like 150 of these cards went out, and within a week the store was swamped with bulb orders. Many of them involved new bulbs for every room in the school, including some orders for more costly ring-type fluorescent lamps, colored fluorescent tubes, etc. "Apparently the combination of discounts and exemptions from federal tax was news to most of the school superintendents who got the cards," says Aldrich.

All these orders exhausted the firm's own warehouse stock of lamps in a short time. Now orders are being filled directly from the supplier's warehouse in downtown Denver, simplifying the handling problem for the dealer. *End*

# Our hats are off to the makers of the

The extensive research and testing which led to the development of the Apex Dish-A-Matic are first-hand knowledge to the makers of Calgonite. At many stages, we worked closely with Apex engineers and technicians both on problems of dishwasher construction and improvement of the Calgonite formula.

**Apex**

DISH-A-MATIC

## Every new owner finds a sample of Calgonite\* in her Apex Dish-A-Matic when it is delivered

To get new Dish-A-Matic owners off to a good start, Apex makes sure that they use a good dishwashing compound. A sample of Calgonite is delivered in every washer.

Calgonite washes dishes clean . . . completely banishes dishwashing film . . . even keeps the machine clean. Apex knows that Calgonite's performance permits the Dish-A-Matic to do the top-notch dishwashing job it is designed to do.



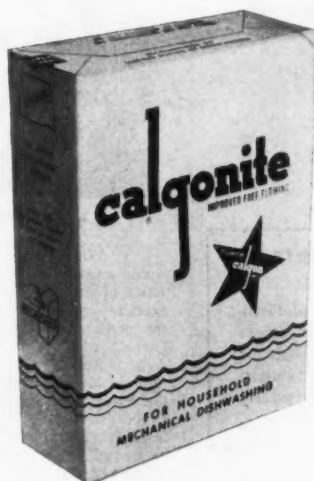
*Cash in*

*when ready-made*

*customers*

*come looking for*

*the dishwashing compound  
that every leading  
dishwasher manufacturer  
recommends!*



New owners of Apex Dish-A-Matics and other automatic dishwashers know about the dishwashing efficiency of Calgonite from their very first experience with their dishwashers. They want Calgonite. They create new, plus-profit business for stores that handle Calgonite. Make it *your* business!

1. STOCK CALGONITE
2. GIVE CALGONITE GOOD SHELF SPACE
3. FEATURE CALGONITE IN DISPLAYS AND ADVERTISING

Write for literature about Calgonite — the only compound for mechanical dishwashers that contains world-famous Calgon\* and vigorous detergents. Calgonite contains no abrasives . . . leaves no washing film.

Calgon, Inc., Hagan Bldg., Pittsburgh 30, Pa.

\* T.M. Reg. U.S. Pat. Off.

# Biggest national advertising program in NEW-HOME HISTORY

## "The Miracle of Tangle-free Sewing!"

It's the most powerful selling theme ever developed for a sewing machine...backed by the biggest national advertising and promotion campaign in our history. "The Miracle of Tangle-free Sewing" means more traffic, bigger sales and higher profits for you. Tie in with this sales-stimulating program now!

**MILLIONS OF WOMEN WILL SEE OUR FULL-PAGE,  
FULL-COLOR ADVERTISEMENTS IN THESE  
NATIONAL MAGAZINES!**

**LIFE • PARENTS' • TODAY'S WOMAN  
COUNTRY GENTLEMAN • SEVENTEEN  
GOOD HOUSEKEEPING  
WHAT'S NEW IN HOME ECONOMICS**

**\$49<sup>95</sup>**



### America's biggest sewing value!

Here's the traffic-building sales leader you need to bring hundreds of customers to your store. A genuine New-Home lock-stitch portable complete with attachments and carrying case for only \$49.95. NOTHING DOWN! Your customers PAY ONLY \$1.25 A WEEK!

### DEALER INQUIRIES INVITED!

A limited number of dealer franchises are available in select territories. See your distributor or write NEW HOME SEWING MACHINE COMPANY, Beverly Hills, California.

**NEW HOME**  
*Sewing Machines* MADE IN U. S. A. SINCE 1860

NEW HOME SEWING MACHINE COMPANY, Beverly Hills, California

## NEW POSITIONS

### Motorola, Inc.



EDWARD A. PECARA

Edward A. Pecara has been named sales promotion manager of Motorola, Inc. He previously held a similar position with Zenith and prior to that has been with an advertising agency.

### General Electric Co.



ROBERT E. BOIAN



ROBERT ORR



WILLIAM H. DENMLER

Several promotions to fill positions in the company's newly created traffic appliance department have been announced by the General Electric Co. Robert E. Boian has been made manager of marketing for the department; William H. Denmler has been named manager of the heating device division and Robert Orr has been made manager of the vacuum cleaner and fan division. Edwin R. Koester will be manager of manufacturing and Frank Stehlik will be comptroller.

Boian was previously manager of the heating device division. Prior to that he had been heating device sales manager.

Denmler joined G-E in 1932 and most recently has been manager of the vacuum cleaner division. Orr joined the firm in 1947 and was previously assistant to the heating device manager.

Gomer F. Davis has been made manager of the Mohawk sales district of G-E's lamp department. He succeeds Dean M. Warren who has been named manager of the department's midwest sales district at Kansas City.

### A. O. Smith Corp.



J. F. DONNELLY



S. E. WOLKENHEIM

J. F. Donnelly has been made assistant manager of the water heater division of A. O. Smith Corp. and will exercise operating responsibility for the division. He will assist F. S. Cornell, who retains his position as division manager, in addition to new responsibilities as group executive for the water heater, heating and eastern motor divisions. S. E. Wolkenheim, formerly supervisor of electric water heater sales, has succeeded Donnelly as marketing director of the division.

### Sylvania Electric Products, Inc.

T. J. Ewbank has been made sales manager of the newly created Sylvania Dallas district.



# PHILCO...First Choice in Room Air Conditioners

FOR 1951, Philco again is *setting the pace* in the Room Air Conditioner industry. New advanced features! Finest modern styling! Unequalled values! There's a model for almost any size room... for almost any type of installation. And every Philco, from the  $\frac{1}{2}$  HP Window Sill unit up to the 2 HP Water Cooled console brings new heights of efficiency—the finest, most dependable Room Air Conditioners ever built!

No wonder, wherever Room Air Conditioners are sold, Philco is the **FIRST CHOICE**! No wonder, leading dealers everywhere are choosing Philco as the one line to *concentrate on* for the greatest sales and profits in 1951.

**Leads the  
Industry  
in Sales and Value**



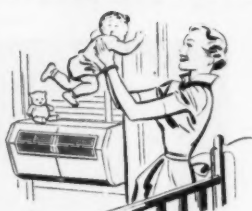
**New 1951 Window Sill Model**

Utmost efficiency in compact size! Famous Philco Sealed Power System... amazingly quiet and vibrationless... complete system sealed in oil. Choice of Two-Tone Tan or Ivory finish cabinet. **FIVE YEAR WARRANTY.**

**Brings Relief from the Heat WHERE IT'S NEEDED MOST!**



Makes possible cool, quiet hospital rooms



For babies—freedom from heat rash and discomfort



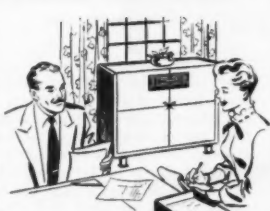
Cuts down absences of office personnel



Cool Comfort aids dentists and physicians



Invites restful sleep plus relief for Hay Fever sufferers



Increases efficiency in busy offices



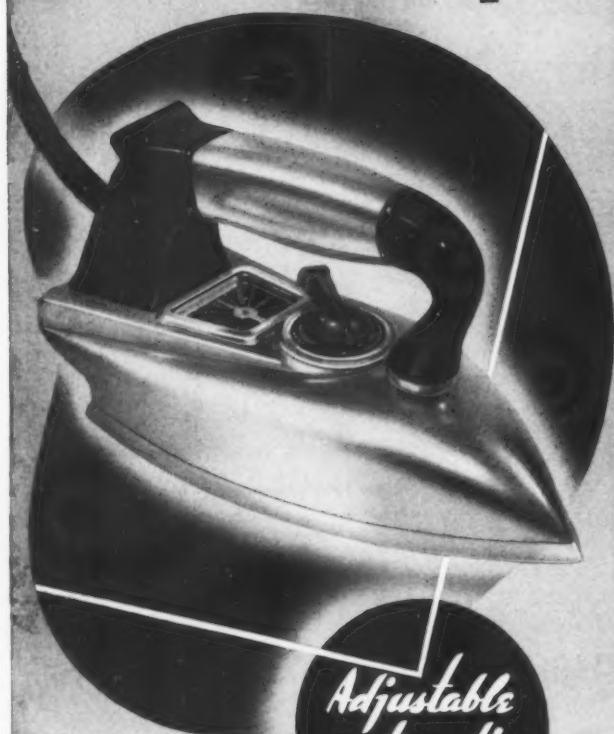
Ends summer slumps in retail business

**New  
1951 Models  
Now Available**

for rooms from  
250 up to 1500 sq. ft.  
in floor area

**PHILCO... THE MOST PROFITABLE FRANCHISE IN THE APPLIANCE FIELD**

# American Beauty



*Adjustable  
automatic*  
ELECTRIC  
IRON



*Adherence to the traditional high standards of American Beauty quality and design makes it the iron that meets the needs of the most exacting user.*

● You may offer this iron with the assurance that you are performing a worthwhile service for the purchaser and through this making a sale that brings a direct profit as well as that added profit that always results from the goodwill of a satisfied customer.

360M

*Since 1894 Always Dependable*

**AMERICAN ELECTRICAL HEATER CO.**

## NEW POSITIONS

### Hoover Co.



JOHN F. HATTERSLEY

John F. Hattersley, formerly executive vice-president of the Hoover Co., has been named president of the firm, succeeding Frank G. Hoover, who has resigned for reasons of health. Hattersley joined the firm in 1920 as chief draftsman. He was elected to the board in 1941 and made a vice-president in 1945.

### Hotpoint, Inc.



EDWARD R. TAYLOR

Edward R. Taylor, Hotpoint general sales manager, has been elected a vice-president of the company. He will have responsibility for directing all marketing policies. He joined Hotpoint in 1947 as merchandising manager.

### Timken Silent Automatic

A. E. Jones has been made assistant advertising manager of the Timken Silent Automatic division of Timken-Detroit Axle Co. He was formerly a feature writer and reporter for a Michigan newspaper.

### Nesco, Inc.



WILLIAM HOWLETT



ARTHUR KEATING

William Howlett, formerly executive vice-president of the firm, has been elected president of Nesco, Inc. He succeeds Arthur Keating, who has been elected chairman of the board. In other executive changes Emmett J. Gardner, formerly first vice-president in charge of manufacturing, was made executive vice-president, and Thomas Stinson was elected to a vice-presidency.

Richard L. Gray has been appointed assistant to the president of Nesco, Inc. He joined the firm in 1950 as manager of its rubber goods division.

### Bendix Aviation Corp.



EDWARD K. FOSTER

Edward K. Foster, general manager of the Bendix radio division, has been elected a vice-president and member of the executive committee of Bendix Aviation Corp. He will continue as general manager of Bendix radio.

### Black & Decker Mfg. Co.

Alonzo G. Decker, a co-founder of the firm, has been elected president of Black & Decker Mfg. Co., succeeding the late S. Duncan Black. Decker was previously vice-president and general manager of the firm.

### Air King Products Co., Inc.

Anthony Dillon has been named field sales manager of Air King Products Co., Inc. He was formerly assistant manager of sales for the firm.

YOU SELL THE WHOLE FAMILY...



... When you sell a



automatic electric water heater

BECAUSE THEY'RE SURE OF *Plenty of Hot Water* AT ALL TIMES

Yes—a plentiful supply of hot water whenever they need it is a powerful sales story for you—especially when it's backed by the D. W. WHITEHEAD name. It's their assurance of durability, economy and trouble-free performance. Expertly designed with all the skill and technical know-how of DWW engineers, these trim looking automatically controlled water heaters give years of dependable service. These plus values make your selling job easy and the economical supply of hot water sells your customers on D. W. WHITEHEAD Automatic Electric Water Heaters.

**ALL DWW AUTOMATIC ELECTRIC WATER HEATERS OFFER THESE ADVANTAGES**

Plenty of clear hot water • Economy • Trouble-free performance • Advanced design • Precision engineering • Gleaming enameled casing • Upright models to conserve floor space, table-top models for extra work space • Adjustable thermostats • Extra-thick Fiberglas insulation • Underwriters' approved heavy wiring • Double extra-heavy galvanized steel tank • Heat trap to prevent back circulation in piping • Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Cathodic protection by magnesium rod • Easily removable porthole cover • Chromalox immersion heating unit  
**D. W. Whitehead also features an exclusive baffle at cold water inlet. This prevents mixing of hot water with incoming cold, insuring consistently even water temperature and greater economy of operation.**

**Nationally Advertised**

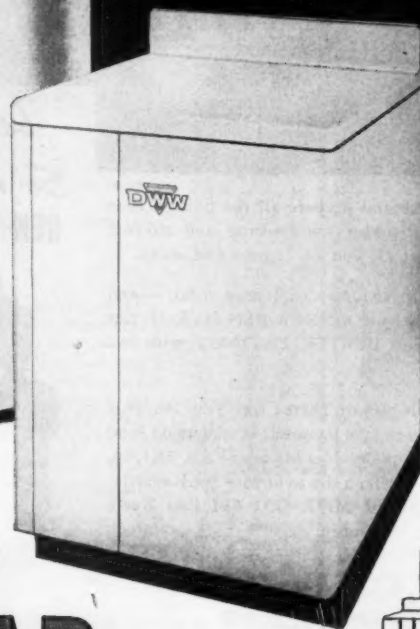
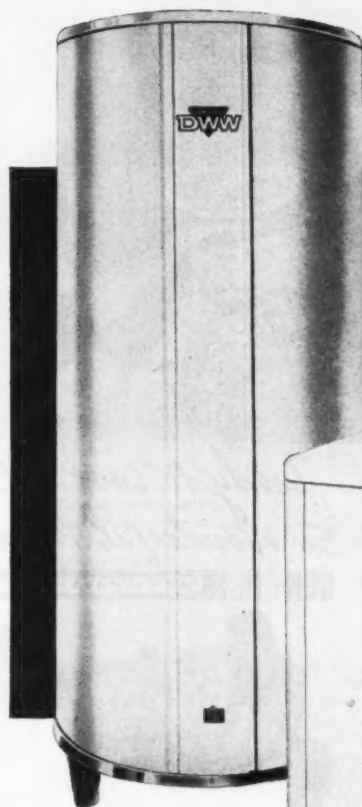
**LIBERAL 10 YEAR GUARANTEES  
ON EXTRA-HEAVY COPPER-BEARING  
GALVANIZED STEEL TANKS  
WHEN ORDERED  
WITH CATHODIC PROTECTION**

**A TYPE AND SIZE FOR EVERY PURPOSE**

**D.W. WHITEHEAD**

D. W. WHITEHEAD MFG. CORP. 607 West Ingham Ave., Trenton 8, N. J.

it's economical  
it's good looking



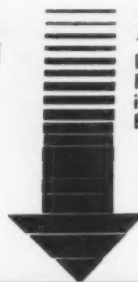
DWW Electric	20 gal.	20" x 48"	copper-bearing
DWW Electric	30 gal.	20" x 20"	galvanized
DWW Electric	40 gal.	20" x 22"	steel tanks,
DWW Electric	50 gal.	20" x 24"	cathodic protection
DWW Electric	66 gal.	20" x 26"	optional
DWW Electric	80 gal.	22" x 26"	
DWW Electric	120 gal.	22" x 30"	
DWW Electric	30 or 50 gal.	36" x 24"	Chromalox
Table Top	30 gal.	24" x 24" x 36"	elements, single or double
	40 gal.	25" x 25" x 36"	wattage to meet utility requirements
	50 gal.	25" x 25" x 36"	





## GOOD HOUSEKEEPING

Magazine carries this  
BEN-HUR Advertisement  
in October



### NATIONAL ADVERTISING

like this helps you sell R.O.P.\* BEN-HUR Farm and Home Freezers in Volume! Offers effective selling ideas—for your profit. Write for name of nearest Ben-Hur Distributor.

\*(R.O.P.)

A Proven RECORD OF PERFORMANCE on file for every Ben-Hur is your sign of DEPENDABILITY.



## This Festive Meal Was Prepared Months Ago



*Lovely to Look at...  
So Wonderful to Own*

**BEN-HUR FARM and HOME FREEZERS**

Plan weeks ahead. Bake and prepare all the fixings, then pop them into your Ben-Hur for freezing and storing. Comes the big day, and all you do is heat and serve.

Yes, you'll look forward *happily* to festive meals—and all the other meals, too—if there's a BEN-HUR freezer in your family. It means BETTER EATING...with less work, for less money.

How many in *your* family? Two? Three? Six? Your Ben-Hur dealer can show you how to save hundreds of dollars on food prices alone each year. Four Ben-Hur Models—8.5, 13.1, 16, 20 cubic foot capacities—offer a size to fit your needs exactly. Manufactured by BEN-HUR MFG. CO., 634 East Keefe Avenue, Milwaukee 12, Wisconsin.



**BEN-HUR FREEZERS**

R. O. P. Tested for Your Protection

ENJOY MORE HEALTHFUL LIVING THROUGH FROZEN FOODS

## NEW POSITIONS

Philco Corp.



JAMES M. SKINNER, JR.



JOHN KUNEAU

Two new vice-presidents have been named by the refrigeration division of Philco Corp. James M. Skinner, Jr., will be vice-president in charge of sales and Ray A. Rich will be vice-president in charge of design for Philco refrigerators, freezers, air conditioners and electric ranges. Skinner joined the firm in 1934 and most recently had been general sales manager of the division. Rich has been with Philco since 1949 and was most recently product manager of the division.

John Kuneau, director of public relations for Philco Corp., has been advanced to vice-president, executive staff. Kuneau joined Philco in 1950 with experience in merchandising, advertising, distribution and public relations.

Deepfreeze Appliance Div.  
Motor Products Corp.



ROBERT A. GILRUTH

Robert A. Gilruth has been named advertising and sales promotion manager of the Deepfreeze appliance division of Motor Products Corp. He was previously an account executive with LeVally, Inc., Chicago.

# ***NOW!*** sell more Room Air Conditioners at **HIGHER PROFIT** with **LESS COMPETITION**



**ONLY** REMINGTON PLUS-3 AIR CONDITIONING GIVES  
DEALERS THESE IMPORTANT SALES ADVANTAGES!

★ **AMERICA'S ONLY COMPLETE LINE! A Remington room air conditioner for EVERY type of prospect**

You're passing up easy-to-get profit if you aren't carrying Remington PLUS-3 Room Air Conditioners. *No other line is so complete.* No other line gives you such a full range of window and console models... air cooled and water cooled; such a full range of voltages; horse powers including ½, ¾, 1 and 1½; such a full range of interchangeable, beautiful blond or natural mahogany cabinets. Both window and console models may be installed through windows or built into walls. Since Remington PLUS-3 Room Air Conditioners may be installed singly or in multiple units, you can sell most every type prospect from homes and offices to industrial plants.

★ **Fast turnover! More to offer! Competitively priced!**

Unlike many ordinary air conditioners, Remington PLUS-3 Room Air Conditioners provide *more* than just cooling. Your customers get clean, filtered air, circulated without drafts, and at the proper humidity, and provision can be made for moderate heating unit... excellent for Spring and Fall days. No longer need you sell just cooling... sell year-round air conditioning.

Remember, too, with filtered air, dirt and pollen are removed... a boon to hay fever and respiratory sufferers. That is why you'll find Remington PLUS-3 Room Air Conditioners in *every country in the world*... operating under every possible climatic condition.

Yes, Remington PLUS-3 Air Conditioners are fast turnover items... offer you many extra sales advantages... yet, are competitively priced.

★ **Selling made easy and simple!**

To help you sell, Remington not only backs you up with National Advertising, newspaper mats, colorful folders, display and advertising material... BUT Remington offers a *Special Comfort Selector*, which makes selling easy. With this selector and a few basic facts any salesman can diagnose the air conditioning problem, and simply dial the size unit required for the space involved. It's that easy! Prove it for yourself. Write for a Remington Comfort Selector, and **ASK ABOUT THE REMINGTON DEALER PLAN ... TODAY!**



**PLUS-3** Air Conditioning

HEALTH AND COMFORT FROM TEMPERATURE CONTROL  
**PLUS 1. FILTERING 2. MOISTURE CONTROL 3. CIRCULATION**

**JUST LOOK AT  
ALL THESE PROSPECTS!**



HOMES  
DOCTORS  
DENTISTS  
OPTICIANS



LAWYERS  
OFFICES



SMALL STORES  
SALESROOMS



WAITING ROOMS  
CONFERENCE ROOMS



MOTELS



HOTELS

HOSPITALS

TOBACCONISTS

CANDY STORES

INDUSTRIAL PLANTS

TRUCKS

AND OTHERS

Remington Corp., 9 Willey Street  
Auburn, N. Y.

☐ Please tell me about Remington Dealer Plan  
☐ Send me Remington Comfort Selector

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

*talk about room... you bet!*

*there's nothing  
like this exclusive  
"Staggered" Top*



LASTING QUALITY...  
THE STANDARD OF ALL COMPARISON!



- |  |  |   |
|--|--|---|
| Use All These Large Utensils at One Time | • An Unhampered Reach To Every Utensil         | • Handy Working Surface Adjacent To Each Burner |
| • 4-Quart Pressure Cooker                | • Utensil Handles Stay Cool... Easy to Manage  | • 40 x 23" Area... All Serves A Useful Purpose  |
| • 10½" Chicken Fryer                     | • Use Entire Top... with Lots of Room to Spare |   |
| • 4-Quart Sauce Pan                      |  |   |
| • 5-Quart Dutch Oven                     |  |   |

Nowhere else can your prospects find such a spacious, easy-to-use, 4-burner cooking top. Here is abundant room... easy access to each utensil... adequate working surface, as well. This sensational feature, coupled with Roper's many other outstanding advantages, gives you more real value to offer in a fine cooking appliance. Sell ROPER Gas Ranges for use with any gas, including liquefied petroleum gas. Ideal for city, country.

**Famous Roper CROWNING ACHIEVEMENTS**



Allrol "Center-Simmer" Top Burners    Insta-Flame Automatic Lighters    Large "Bake-Master" Oven    "Scientific" Cooking Charts    "Roper-Glo" Broiler

**GEO. D. ROPER CORPORATION • Rockford, Illinois**  
Offices and Warehouses in Principal Distribution Centers

## NEW POSITIONS

### Westinghouse Electric Corp.



HARRY L. NIEDERAUER

Harry L. Niederauer has been named manager of advertising and sales promotion for the Westinghouse lamp division. He succeeds Herbert E. Plishker who was recently made lamp sales manager. Niederauer has been assistant manager of advertising and sales promotion for the past seven years.

Maurice A. Owens has been made sales promotion manager for the Westinghouse consumer products branch offices in Philadelphia and Wilmington.

### Amana Refrigeration, Inc.



W. J. DICKINSON

W. J. Dickinson, formerly vice-president and general manager of Automatic Washer Co., has been named a special representative in the sales department of Amana Refrigeration, Inc. He had been with Automatic Washer for nearly 20 years and prior to that was with American Ironing Machine Co.

Robert F. Dee has been made head of the Amana market research department. He was formerly with Beech Aircraft. The services of the department will be available to Amana distributors.

### Florence Stove Co.



JAMES J. MANNING

James J. Manning has been named manager of sales for the range division of Florence Stove Co. His duties as New England division manager have been taken over by Thomas P. Nugent. Manning had been New England division manager since 1947.

### Sparton Radio-Television

B. G. Hickman, formerly service manager of Sparton Radio-Television, has been made assistant sales manager. He has been with the firm since 1941. He succeeds W. W. Wagner, who has assumed a field position with Sparton.

### Dulane, Inc.



THOMAS E. WALL

Thomas E. Wall has been elected vice-president in charge of merchandising at Dulane, Inc. He joined the firm as western sales manager in 1949 and in 1950 was made general sales manager.

### Schick, Inc.

Len Evans, formerly sales promotion manager for Schick, Inc., has been made eastern district manager for the firm and has been succeeded in his previous post by Richard Douglas. Douglas was formerly sales supervisor for Boston and New England.

### Magnavox Co.

Paul J. Hand, formerly district sales manager for Magnavox in the New York City area, has been made district sales manager for upstate New York, succeeding John Hogan who has been recalled to military service. Daniel B. Price has been named to succeed Hand in New York.

### Coolerator Co.

Ward R. Schafer, vice-president and general manager of Coolerator Co., has resigned that position to operate a Coolerator distributorship. His duties will be assumed by vice-presidents S. W. Skowbo and W. C. Conley, Jr. Skowbo will be in charge of operations and Conley will head all marketing activities.



# Automatic

is the PROFIT word  
—and GAS has got it

## Automatic Gas Ranges



AB  
ACORN  
BLUE-BONNET  
CALORIC  
CLARE  
CROWN  
DETROIT JEWEL  
ESTATE  
GAFFERS & SATTLER

GARLAND  
GLENWOOD  
GRAND  
HARDWICK  
INGLIS-TAPPAN  
MAGIC CHEF  
MAYTAG DUTCH OVEN  
MOFFAT-ROPER  
OCCIDENTAL  
ODIN BEAUTYRANGE

O'KEEFE & MERRITT  
ORIOLE  
PERFECTION  
ROPER  
SPARK  
TAPPAN  
UNIVERSAL  
WEDGEWOOD  
WESTERN HOLLY

For all types of gases in cities, towns and on farms.

The "CP" trademark was created to give your customers a nationally-recognized buying guide to automatic gas Cooking Perfection and the finest in cooking equipment. "CP" on a gas range means that it has been built by a member of the Gas Appliance Manufacturers Association, and tested to meet the Association's highest standards — standards created on recommendations made by leading Manufacturers, the American Gas Association and the LP Gas Association.

### with the biggest profit names in the major appliance business

Without adding a penny to your handling costs, you make up to 30% greater gross profit with Automatic Gas Ranges built to "CP" standards.

That's a profit fact you can prove right from your own books . . . a profit fact of *extra* importance in today's market.

Put your strongest sales efforts where they pay off biggest. Put the gas ranges built to "CP" standards first on your selling floor . . . first in your sales talks . . . and cash in on the greatest public acceptance of any major appliance sold today.

Your gas range manufacturers will give you all the facts on the Gas Range Profit Story. Get it . . . it's *profitable* reading!

**GAS APPLIANCE MANUFACTURERS ASSOCIATION, INC.**  
60 East 42nd Street, New York 17, N. Y.

# MARVEL

## STILL TOPS IN CABINETS

Marvel's policy continues to be the production of **HIGH-QUALITY LOW-COST** custom-type wall and base Cabinets and a promotional line of porcelain top bases, "Util-A-Dor" Cabinets and Wardrobes.

We'll look forward to seeing you at  
**SPACE 17-89**  
AMERICAN FURNITURE MART June, 18-28  
Write for Catalog and Price Lists

See Us At  
**SPACE 17-89**  
American  
Furniture Mart  
CHICAGO

**MARVEL**  
metal products company  
CHICAGO 24, ILLINOIS

### Devise Plan To Sell TV Trade-in Market

A New Jersey distributorship, faced with lagging television sales and a TV market saturation of 57 percent, has offered its dealers a detailed program aimed at overcoming consumer resistance and stimulating sales.

The distributorship is Krich-New Jersey, Inc., Newark. The new program is called "Operation Trade" and is based on selling new big-screen RCA sets to owners of RCA small screen receivers. The plan is designed to eliminate the problem of unprofitable trade-ins for dealers. Among the provisions of the plan are:

(1) Krich-New Jersey will guarantee to purchase from the dealer every RCA 10-inch set taken in at a price of \$50 per set—when accepted in trade against a 1951 receiver.

(2) The dealer may retain the small screen set and have it reconditioned by RCA Service Co. at a flat price of \$8.95.

(3) If a set has been reconditioned under this plan, the dealer may sell any regular RCA service contract on it.

(4) Krich is making available co-operative advertising funds for the promotion and advertising of these trade-in sets.

(5) Krich has compiled a list of small-screen set owners for each dealer's trading area and will turn them over to the dealer.

(6) Krich will back up the dealer with a number of promotional aids, including a series of mailings directed at small-screen owners.

(7) An "operation demo" has been planned whereby RCA Service Co. crews will follow up free home trials. The crew will make all necessary adjustments and will, if necessary, even erect an antenna for the demonstration. The cost will be \$4.95.

roduced by John Meck Industries, Inc.

John Meck, president of the firm, says that immediate demand for the new line indicates an "untouched market for nearly five million sets." Meck contends that there are that many families in the 50-100 mile zone and says that if only one out of every five families buys a set in the course of the year the resultant volume will be equal to 20 percent of the entire industry's expected output in 1951.

Meck showed the new sets to newsmen recently in a demonstration held in an airplane flying 5,000 feet above the ground. The air borne test allowed the group to get within range of several cities at various distances during one demonstration. Reception from stations 140 miles away is possible in a plane, Meck said, but he added that consistently good ground reception is limited to a 100 mile distance.

A test of the set in Rockford, Ill., a dished-in town 100 miles from Chicago and a classically tough TV reception area brought in stations that were previously impossible to reach without aid of boosters.

Sets with the new "redhead" chassis will be sold at the same prices as previous models.



### Meck Shows Fringe Area TV With Built-in Booster

Television sets with built-in boosters designed to "open up" market areas 50 to 100 miles away from present stations have been in-

8000 FEET UP in the air and 100 miles away from the nearest TV station, manufacturer John Meck shows newsmen the long distance reception possible with his firm's new "red-head" television chassis.

## It's About Time . . .

### TO SELL:

Some dealers are selling their way out of the current slump with get-up-and-go programs like the Home Equipment Co.'s in Memphis, Tenn. *THIS is Selling*, in the July issue of **ELECTRICAL MERCHANDISING**, tells how they do it.

### TO REPLACE LOST MANPOWER:

*Who's Afraid of Saleswomen?*, coming up in the July issue, not only proves that women can fill the manpower gap and do just as good a selling job, even outside, but also tells you how one dealer is training them so they will.

### TO ELIMINATE THE SEASONAL BUGABOO:

Dorris-Heyman of Phoenix recognizes a million-and-one opportunities for gift sales with perpetual demonstrations of electric housewares. You'll see why seasons mean nothing when you read *Demonstrations Sell Gifts in Any Month* in next month's issue of

**ELECTRICAL MERCHANDISING**

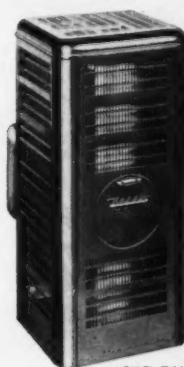


MODEL 800—  
HEATS APPROX. 6,375 CU. FT.

## Buyers of Space Heaters buy NESCO because Nescontrol means more heat for less money!

### *Circulating Radiant Fuel Oil Heaters*

Nesco's line is complete. Heaters for every space, purpose and purse. Vented Fuel Oil Heaters are designed to master every heating problem . . . to heat a wide range of spaces. *Nescontrol* means convenience and economy. Other features include—Breese burners, A. P. constant level valve, no-stoop fuel control. Automatic draft control. All finished in rich mahogany.



MODEL 750—  
HEATS APPROX. 3,750 CU. FT.



MODEL 850—  
HEATS APPROX. 8,750 CU. FT.

## **Buyers! Don't miss this opportunity**

See Nesco's Complete Line of Heaters and Stoves at Nesco's new, permanent display room, 201 North Michigan Avenue, Chicago. Located conveniently in the heart of Chicago's furniture and major appliance market. You are cordially invited to visit with Nesco during the midsummer market.

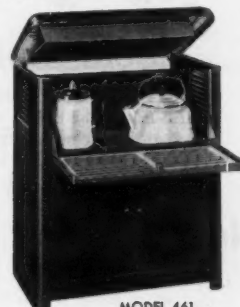
*Contact your Nesco distributor  
or write*



MODEL 441—  
HEATS APPROX. 1,563 CU. FT.



MODEL 451—  
HEATS APPROX. 3,125 CU. FT.



MODEL 461—  
HEATS APPROX. 3,125 CU. FT.  
(Convertible to 2-burner cook stove)

### **Unvented Portable Circulating Heaters**

Nesco unvented circulating heaters are portable. No flue connection required because combustion is 100% efficient. All have *Nescontrol* features to produce maximum space heating at minimum cost!

*Ask about Nesco's line of kerosene stoves and heaters;*

**NESCO** INC.

201 N. Michigan Avenue, Chicago 1, Illinois





6-8 CUP  
CAPACITY

# WEST BEND *Flavo-matic* ELECTRIC PERCOLATOR

DELICIOUS COFFEE *Automatically!*

FULLY AUTOMATIC . . . that means the West Bend Flavo-matic brews the coffee without watching or adjusting — stops perking by itself, when the coffee is done — and keeps coffee hot for serving as long as you want it. **\$11.95**

## New! ... in color

Here's the newest thing in town. West Bend is first with an automatic coffee maker in lovely, dazzling COLOR — 3 beautiful hues. The glossy Color-glo finish resists scuffs and stains.

- SUNSET GOLD
- CHERRY RED
- DELPHINIUM BLUE

in color **\$13.95**



You merely plug in the cord . . . the West Bend Flavo-matic makes delicious coffee and keeps it hot automatically.

**WEST BEND** *Aluminum Co.*  
WEST BEND, WISCONSIN



GEORGE P. F. SMITH, president of the Norge division of Borg-Warner Corp., accepts congratulations from R. W. Lewis, right, after Norge won the grand prize in Lewis & Conger's annual home safety awards.

## Norge Range Wins '51 Safety Award

Five of the ten awards presented in the Sixth National Home Safety competition sponsored by Lewis & Conger, New York specialty store, went to electrical equipment manufacturers this year.

The grand award went to Norge Div., Borg Warner Corp., for the electric ignition switch now used on its gas ranges, which eliminates hazards of pilot lights and matches. A switch turns on a glow-coil, similar to a cigarette lighter. When the coil reaches ignition temperature the gas is turned on. These coils are available for oven burners as well as surface burners.

The Murray Manufacturing Corp., Brooklyn, N. Y. received second prize for its Murray Circuit Protector—a magnetic-type circuit breaker available in 2-, 6-, 8-, 12- and 20-circuit sizes, and housed in a box attractive enough to install in a modern kitchen where it is more convenient to the user.

Third prize went to Kloz-A-Lite, an automatic door-operated closet light which can be installed in any closet,

cellar stairway, photo darkroom, tool shed, or other dark room where the door opens outward. A switch mounted on the door frame automatically turns the light on when door is opened and turns it off when door is closed. Manufactured by Slater Appliances Inc., Woodside, N. Y.

Other winners were The National Electric Products Corp., Pittsburgh, Pa., for an improved "Plug-In" strip which provides electrical receptacles every 6 or 18 inches all around the room, eliminating need for extension cords. Grounding receptacles have been added to the strip for safety grounding of appliances that need grounding.

The Miller-Harris Instrument Co., Milwaukee, Wis., received an award for its Robot Sun Lamp, which is equipped with a Telechron timer which automatically shuts itself off at end of desired operating period. Time settings are possible for any number of minutes from 4 to 56. It is also possible to adjust the time dial setting so that identical exposures are repeated.

## Homes Buy 2 of Every 3 Air Conditioners

Over two-thirds of the Fedders air conditioners sold in New York City last year were installed in homes, according to a study conducted recently by Batten, Barton, Durstine & Osborn, Inc., advertising agency handling the Fedders account.

The study also indicates that 65 percent of home installations were made in homes in the three lowest rental groups and that one third of residential installations were in the

two lowest rental groups. (Homes were split into six rental groups for the study.)

According to the study, 68 percent of the units were installed in homes, 14 percent in doctors' or dentists' offices and 18 percent in offices, stores, and miscellaneous places of business. Of those installed in homes, the majority were used in bedrooms; living room installations were the second choice.

### WHO BUYS AIR CONDITIONERS

Percent	Installed in
40.82	bedrooms
9.59	living rooms
16.97	homes (room not identified)
0.19	dining room
0.19	kitchen
0.19	bathroom
14.08	doctor-dentist offices
4.69	general business offices
6.06	probably offices or stores
7.20	miscellaneous business places

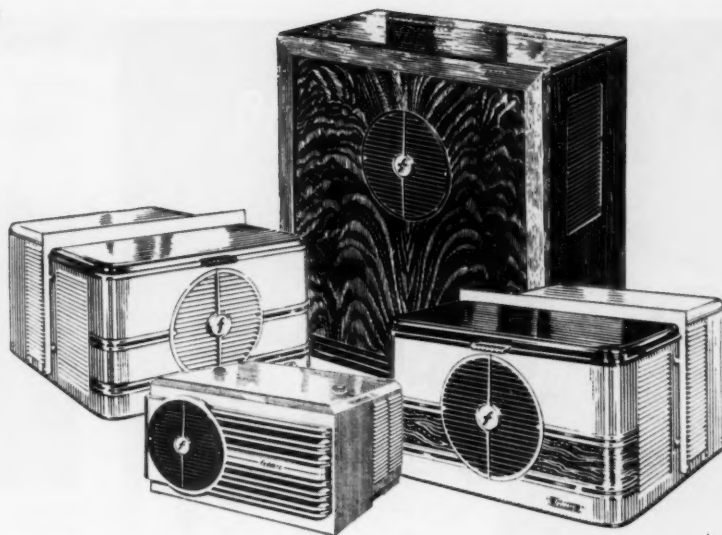
(Table based on total of 512 installations)

### WHAT INCOME GROUPS BUY AIR CONDITIONERS

Average Rental	Annual Family Expenditure	Percentage
\$150 & up	\$10,000 & up	8.62
\$100-149	\$ 6,000-9,999	6.02
\$ 75- 99	\$ 4,500-5,999	10.34
\$ 50- 74	\$ 3,000-4,499	27.1
\$ 30- 49	\$ 1,800-2,999	25.51
Under \$30	Under \$1,800	12.93
Unknown	Unknown	9.48

(Rental and family expenditure figures are based on a newspaper market analysis compiled in 1943. Rental figures, therefore, are based on 1941-42 rents.)

# FEDDERS BUILDS YOU A PROFIT MACHINE



**With the hardest-working, fastest-selling line in the Air Conditioning industry!**

Fedders full line offers attractively styled models to fit every air conditioning need! Each model packed with features you can sell, demonstrate and use to close sales faster. Fedders new  $\frac{1}{3}$  ton model opens

vast new markets for the alert dealer. Exclusive consumer benefit features and compact styling mean you spend less time per Fedders sale...get more profit per Fedders sale!



**With the strongest advertising support in Air Conditioning history!**

Thirteen big national magazines, plus newspaper ads and nation-wide TV spots! And Fedders gives you everything you need for point-of-sale merchandising — folders for

each type of prospect—plus two complete direct mail sales campaigns. Get on the profit express—mail the coupon or call your Fedders distributor NOW!

*Mail this coupon now for facts on Fedders  
2 completely worked out profit-making plans*



***fedders***

A GREAT NAME IN COMFORT

Fedders-Quigan Corporation, Refrigeration Appliances Division  
Dept. EM-5, Buffalo 7, New York

Gentlemen: Please send me complete information on how I can make extra profit selling the 1951 line of Fedders Room Air Conditioners.

Name \_\_\_\_\_

Address \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_

County \_\_\_\_\_

State \_\_\_\_\_

**LEAD WITH SON-CHIEF**

**one sale leads to another**

**and another with remarkable and profitable regularity!**

Sell a SON-CHIEF appliance, and you've placed a salesman right in your customer's home. For millions of SON-CHIEF appliances have been satisfying customers and keeping them satisfied... for decades.

There's a natural pride that comes with owning a SON-CHIEF appliance. Pride in its showpiece styling... to expensive efficiency. Pride in its workman-like, dependable efficiency. Pride, too, in its money saving, hard-to-match low price. That's why a SON-CHIEF buyer is a SON-CHIEF booster. And why customers buy when they see the familiar, trusted SON-CHIEF name.

**MAGIC MAID**  
Automatic Pop-Up Toaster  
Smartly engraved sides... Newest type easy cleaning body... Hinged crumb-tray... Brilliantly polished chrome finish.

**Promote SON-CHIEF and see bigger profits.**

**SON-CHIEF**  
Electrics, Inc.  
WINSTED, CONNECTICUT  
OVER 30 YEARS OF APPLIANCE MANUFACTURING

*The line that clinches the sale is*

**368 Automatic Iron**  
**6612 Automatic Pop-Up Toaster**  
**9182 Combination Sandwich and Waffle Iron**  
**2125 Hot Plate**  
**803 Automatic Heating Pad**  
**680A Toaster**  
**3025H AC-DC Indicator Iron**  
**334 Automatic Iron**  
**680-17 Toaster with Tray**

### Three Firms Honored for Trade Paper Ads



**OFFICIALS** of Whirlpool Corp. and Paxson Advertising, Inc. look over a certificate of merit awarded them by Associated Business Publications for a prize-winning ad in the annual nation-wide competition held by ABP. At right is Don Davidson, sales promotion manager for Whirlpool. With him are Howard Paxson and John Netedu of the agency.



**EDWARD C. DOLL**, right, president of the Lovell Mfg. Co., receives an award of merit for his firm's advertising from James G. Lyne, chairman of the board of the Associated Business Publications, sponsors of the annual competition. Third appliance firm winning recognition was the National Pressure Cooker Co., which won a first award for an ad on its Presto vapor steam iron.

### Sparton Refrigerator Returns to Market

After an absence of 12 years the Sparks-Withington Co. has returned to the household refrigeration field and is offering its Sparton exclusive dealers a limited line of refrigerators.

Initial deliveries on the two-model line began last month. The two units are nine and ten cubic foot models with large freezer compartments. They are being offered to Sparton dealers at "highly competitive discounts". (For details of the refrigerators see the New Products section in this issue.)

Henry L. Pierce, general sales manager of the firm's radio-television division, said that the total number of refrigerators delivered in the first 12 months would be limited.

"We at the Sparton factory are fully aware of the market situation on electrical appliances," he said. "Nevertheless, we are confident that with both product and price advantages, our dealers can sell a satisfactory quantity of these deluxe models at a good profit."

Sparks-Withington president John J. Smith said that the firm had "a wonderful opportunity to feel out the extent of dealer and consumer interest in a truly fine refrigerator."

Advertising manager William B. Fors pointed out that dollar volume from limited refrigerator production would not support a national advertising program but promised ample local advertising and sales promotional help. Dealers will be allowed to add refrigerator volume to their television and radio volume in earning retroactive discounts.





"Seven years ago Helen and William A. Smith of St. Claire, Michigan, bought an old house with a view." Because of other modernization projects, Mrs. Smith waited until this year to remodel her kitchen. The results are shown in the above illustration . . . from FAMILY CIRCLE Magazine, April, 1951.



## Sales of the future are in the making today

Today's market is exceptional for its lack of inventory balance—overstocks combined with shortages. The Morton line of steel Kitchen Cabinets is one of those in short supply.

It is good business to push what you have in stock—to strive for faster turnover on inventory investments. But don't forget that *unsatisfied demand for a good line creates a backlog for future sales . . . even though you have to "mark time" on items for later delivery.*

As evidence of the widespread and growing ap-

peal of the Morton line to homemakers everywhere, we have received 25,653 replies to date from *just one* of our 1950 national magazine ads . . . and inquiries are still coming in!

A Morton franchise is an asset well worth protecting.

### MORTON MANUFACTURING COMPANY

5125 West Lake Street, Chicago 44, Illinois



Manufacturers of Steel Kitchen Cabinets

You pick up more  
**PAY DIRT**  
with the  
**CADILLAC** line!




The fast selling cylinder type Cadillac. A complete cleaning system. All attachments included.

*It's a fact...*

Bigger profits are in the bag — for dealers who sell Cadillac vacuum cleaners.

### REASONS:

Cadillac's liberal discount policy gives you more profit per unit.

Moreover, Cadillac national advertising regularly reaches the buyingest homemakers in America: the readers of American Home, Woman's Home Companion, Saturday Evening Post, Cosmopolitan, Household, Farm Journal, and Sunset.

Finally, you sell Cadillac cleaners with enthusiasm and confidence, knowing they offer unbeatable quality. Cadillac's dirt-getting efficiency has been proved and praised by good housekeepers since 1911.

MOTOR-DRIVEN  
BRUSH MODEL

VISIT US  
AMERICAN FURNITURE MART  
CHICAGO  
JUNE 18-28  
BOOTH 1716

For more than 40 years,  
sold only by reliable  
dealers and distributors.

**CLEMENT MFG. CO.**

Dept. A, 6666 S. Narragansett Ave., Chicago 38, Ill.

### Coolerator Batsmen



**EXECUTIVES** and district managers select their bats during a lull in the Coolerator spring conference held recently in Duluth. From left to right are Chicago district manager Frank Wheeler; J. F. Wirtz, Atlanta; W. C. Conley Jr., vice-president in charge of sales; Ward R. Schafer, recently resigned vice-president and general manager; and Emil Raso, New York.

### Farr Opens New Building As Trade-in Showroom

A novel service center and trade-in showroom has been opened in Upper Darby, Pa., by appliance dealer Mort Farr.

Located several blocks from Farr's regular store on 69th St., the new building serves the twin purpose of providing facilities designed for the professional technician and providing adequate showroom space where reconditioned merchandise can be shown on its own.

As a showroom, the new building allows Farr to display trade-ins without competing with new stock. "Reconditioned merchandise doesn't have to be given secondary positions on the floor, or be suggested only when customers aren't willing to pay for new merchandise," Farr said. "It's sold for exactly what it is: used stock put in good working condition so that it will give years of service economically."

Regular salesmen take turns in manning the new showroom. Electrical outlets and antenna plugs are arranged to permit flexibility in the type and arrangement of merchandise on display.

The service shop is laid out so that each technician has his own eight-foot bench section with four feet of window and four feet of wall space. Part of each wall is mirrored for viewing picture linearity when working on the back of the chassis. A Jerrold distribution system feeds a signal to a plug at each work position. A three position switch on the plug enables the set to be operated on simulated strong, medium or weak signals.

### Selling Still Means Work, Sayre Tells Distributors

"We are simply going back to the days in which sales can be made if one works at it," Judd Sayre, general manager of the Bendix Home Appliances division of Avco Mfg. Corp., told distributors recently during a series of meetings in Chicago,

New York, Atlanta, Dallas and San Francisco.

"While there may be storm clouds ahead for the white goods business," Sayre said, "in the fundamentals, such as laundry equipment, the pipelines are not overflowing. It does not follow," he added, "that if television is over-produced and refrigeration is in over-abundant supply, that everything the dealer sells is affected in the same manner."

Barring all out war (which he does not expect), scare buying is about finished, Sayre told the distributors. He told his audiences that he felt the time had come when the trade must go to work to get business. "I am glad to see business getting in a highly competitive state," he said. "If you have a trained force on the job you can make plenty of progress at the present moment."

He told the distributors that one of the difficulties manufacturers are now encountering is the over-buying of repair parts. The Bendix repair parts business is up 100 percent and Sayre said that it should show only a nine percent increase at the moment.

### Tracy Sales Rise; Firm To Cut Builder Sales

Sales of cabinets and sinks by the Tracy Mfg. Co. have set record highs for three consecutive months, enabling the firm to fill about 80 percent of the builder orders on hand when the firm changed management. As a result, the bulk of the company's production is now being diverted into channels of established distributor-dealer outlets, Davitt S. Bell, president of Edgewater Steel Co., parent firm of the cabinet company, said in late April.

Edgewater took over at the beginning of the year. Prior to that time Tracy had committed a large proportion of its production to building projects, housing developments and apartments. In January, Bell announced that the firm would begin centering market attention on distributor-dealer relationships.

### Washer for Alaska



**ESKIMO SOPHIE KOST** examines the Speed Queen washer which she received after her sister appeared on the Queen for a Day radio program and asked that Sophie be given a washer. Dewey Goodrich, manager of the Northern Commercial Co., Speed Queen dealer in Nome, makes the presentation.



A. S. I. E. says

## ***Coleman is the best of its kind***

The American Society of Industrial Engineers has given The Coleman Company unusual recognition—a special Merit Award for the high quality of Coleman heating equipment. For "leadership in research, engineering, design and safety," the

Society has named Coleman the outstanding home heating equipment line in America.

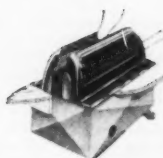
Coleman is proud to be the first and only manufacturer in the home heating industry to receive this coveted and distinctive Award.

Comfort costs so little with a

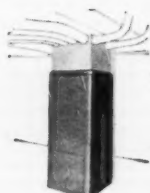


America's leader in home heating

THE COLEMAN COMPANY, INC., WICHITA 1, KANSAS



FLOOR FURNACES



BLEND-AIR



SPACE HEATERS



GAS WALL HEATERS



WATER HEATERS





**YOU'LL BE SITTING PRETTY TOO...**

**with the prestige and profit you will win when you sell**

**SNO-BREZE AIR COOLERS**

**which now wear the GOOD HOUSEKEEPING SEAL OF GUARANTEE**

**SNO-BREZE OFFERS YOU**

**NATIONAL ADVERTISING**

Coast-to-coast radio programs  
Leading newspapers  
National consumer magazines  
National and regional fairs and exhibits

**SNO-BREZE OFFERS YOU**

**SELLING AIDS**

Merchandising displays, seals, banners, flyers, brochures, stuffers are available at no cost, plus a liberal cooperative advertising program. Here's real promotional backing that multiplies your sales.

**SNO-BREZE OFFERS YOU**

**A COMPLETE LINE**

From midjet to giant, the new 1951 SNO-BREZE line contains coolers for every need. Here's cooling comfort for trailer or mansion. There's a model for every residential, commercial, or industrial installation, along with a complete line of cooler accessories—sure fire repeat sale builders.

You can't go wrong with a product backed by 42 years of air conditioning leadership and guaranteed by the GOOD HOUSEKEEPING INSTITUTE.

Write today to Dept. M-3, Palmer Manufacturing Corporation, Phoenix, Arizona, for your SNO-BREZE catalog. We'll tell you how you can become a part of the growing network of money-making SNO-BREZE outlets.

**PALMER MANUFACTURING CORPORATION**  
PHOENIX, ARIZ. — LOS ANGELES, CALIF. — LUBBOCK, TEXAS

## FRB Survey Indicates No Decline In Plans to Buy Appliances, TV

**But study shows public is less certain of actually purchasing such items in '51**

Dealers faced with falling sales and rising inventories can take some comfort from the preliminary results of the Federal Reserve Board's annual survey of consumer finances released recently.

According to the survey there has been little or no decline in the number of consumers planning to purchase large durable goods (other than autos). There is, however, considerable less certainty of these purchases than was found a year ago. While warning against drawing firm conclusions, the survey suggests that "it is possible that there may be somewhat less urgency in consumer buying in the automobile and major appliance markets this year."

The survey was made for the Federal Reserve by the Survey Research Center of the University of Michigan and covers the financial expectations and positions of consumers, their buying plans, their attitudes towards savings bonds,

**Consumer Finances.** Consumers were asked to compare their financial positions at the beginning of the year with that a year ago. Somewhat more thought they were worse off than thought they were better off. Only about half of the spending units with higher incomes said that they felt better off, indicating the effects of inflation. The increased number of consumers who felt that their position was less favorable than a year ago can be attributed, according to the study, to an increase in such reports from groups headed by professional and semi-professional persons and clerical and sales personnel.

Half of those reporting said that their rate of earning in early 1951 was better than a year ago; one fifth said it was lower. The median (middlemost) income for 1950 was thus raised from \$2700 to \$3000.

There was little change (7 out of every 10) in the number of spending units owning some liquid assets. There was a decline in the proportion of consumer units with large amounts of liquid assets (over \$2000).

**What They Expect.** Between 6 and 7 of every 10 consumers thought prices would go higher during the year. Almost nobody expected prices to go down.

Approximately 4 in 10 believed their incomes would go higher this year; only 3 in 10 believed this would happen last year. However 4 in 10 expect no increase in income and 1 in 10 expect lower incomes.

**What They'll Buy.** Almost as many consumers plan to buy houses this year as did last year but fewer had definite intentions to buy.

Consumer plans to buy automobiles were definitely below last year but for other major durable goods (including appliances and television) there was little or no decline in those considering purchases.

A substantial majority of those with plans to buy autos or TV sets planned to do so in the first half of the year. In the case of televi-

sion this reversed last year's pattern.

The study indicates that it is possible that purchases later in the year may be larger than indicated in the survey because consumers while being interviewed may have been unduly doubtful of availability of goods or of their own financial prospects.

The study indicates that only a small proportion of the population felt that regulation of consumer credit affected their buying of consumer durables. The study cautions that many consumers may have been affected without realizing it.

**Savings Bonds.** Consumers with incomes over \$3000 were asked to state their preference for various forms of investment. Once again United States savings bonds were most frequently mentioned, although the number listing savings bonds was proportionately somewhat smaller than in 1950. Real estate, common stock, and bank deposits were the leading other investments mentioned. One tenth of the spending units had bonds which would mature in 1951 or 1952. One third of this group had no plans for the funds thus available. Three fourths of those who did have plans indicated some sort of inflationary savings and about one half expected to re-invest in savings bonds.

## Nesco Launches Drive On "Broiler-Roaster"

Tailoring the product to the market, Nesco, Inc., last month launched an elaborate promotion on its "broiler-roasters" in the New York metropolitan area. What the company calls "the most extensive program of advertising and sales promotion ever utilized in a single market by Nesco" will be used to promote the rechristened roaster.

H. Henry Martens, eastern regional sales manager for the firm, said that the company was emphasizing the broiler feature in the metropolitan area because "it is the nation's leading market for broilers." The broiler unit, formerly offered as a separate attachment, will now be included in the selling price of the roaster. For dealers the new system will allow them to increase their dollar sales and offer an appliance equipped to do a job which is singularly important in their market.

Television advertising will highlight the promotion. Five home-making shows will be utilized regularly on a 13-week basis. Newspaper and dealer cooperative advertising is also planned.

The company has also launched an ambitious drive to enlist the active support of wholesale and retail sales personnel. The first step in this program will be a series of dinners for wholesaler personnel at which meals prepared in the broiler-roasters will be served.

# Chill Chest

by Revco

*If  
This is it!  
On your Chicago trip,  
see what you can do now, or  
for future. We want this line!  
Chill Chest display is 1454  
Merchandise Mart.  
W.C.*



## The Family's Preference Everywhere

For fast freeze at 52° below freezing and safe storage at 32° below freezing

The 15 cu. ft. Chill Chest meets the popular demand of families everywhere

For the desired convenience and greater economy in Freezing and Storing

Fresh fruits, vegetables, meats and baked goods right in their home



TO INDEPENDENT APPLIANCE DEALERS  
Keep well informed on this fast growing, profitable  
freezer market. Send us your name and address,  
we will do the rest to keep you posted!

REVCO, INC., DEERFIELD, MICHIGAN

Display Space . . . 1454 Merchandise Mart.





**FOR bigger SALES**



**FEATURE  
FASCO  
FLOOR  
FANS**

**Here's why they sell:**

**They're Beautiful**—Eye-appealing, with modern design and handsome finish.

**They're Clean**—FASCO's exclusive solid base keeps floor dust out of the breeze.

**They're Safe**—Guards and careful design protect children and pets.

**They're Rugged**—All metal construction, die-cast legs, heavy duty motor.

**They're Quiet**—Silent blades, resilient mounted motor doesn't interfere with radio or TV.

**They're Effective**—Power-plus motor, deep-pitched blades, plus scientific design. All the air in the room moves... without a draft.



**ALWAYS FAST SELLERS...**

**FASCO Oscillating Fans**—Unbeatable values, beautifully styled, precision made—and priced to sell. Available in seven models—10", 12", and 16" blade sizes. Pedestal models too!

**FASCO**—the featured line of better merchants.

**WRITE TODAY FOR  
FULL DETAILS AND PRICES!**

**FASCO Industries, Inc.**  
ROCHESTER 2, N. Y.  
Formerly F. A. SMITH MFG. CO., INC.

## DISTRIBUTOR NEWS

### Wood & Cies Distributing Co. Compiles Television Blue Book

A "blue book of used television values" aimed at helping to standardize used-set transactions has been compiled by Wood & Cies Distributing Co., wholesale division of Imperial Television Mfg. Co., Los Angeles. The booklet is issued as a supplement to a more comprehensive "blue book" and has attracted national attention.

### Associated Distributors, Newark, Name Dreazen As Sales Manager

Richard B. Dreazen has been appointed sales manager of Associated Distributors-New Jersey, Inc., Newark. He has had 20 years experience in the appliance field and most recently was a district manager for Krich-New Jersey, Inc., Newark.

### Kimball Family Purchases Salt Lake City Distributorship

Charles A. Kimball and his two sons, Harold C. and Richard O. Kimball, have purchased the Jackson Distributing Co., Salt Lake City. The firm will be known as the Kimball Distributing Co. and will handle electric appliances. Kimball formerly distributed wholesale clothing and home furnishings.

### J. A. Walsh & Co. To Occupy New Building in September

Completion of a new \$200,000 warehouse and office of J. A. Walsh & Co., Houston, is scheduled for September 1, a date which will coincide with the opening of the firm's fifteenth anniversary celebration. The building will contain 35,000 square feet of space, with 25,000 of this set aside for warehousing, parts and service.

Outstanding features of the interior include a combined display area and auditorium which will seat 350.

A revolving hexagonal sign, 30 feet high, will display the names of six Walsh-distributed products to over 60,000 cars daily. The building will face the Gulf Freeway.

### Dietz Named To Succeed Pique As WESCO Washington Manager

W. F. Dietz has been made manager of the Washington, D. C., branch of Westinghouse Electric Supply Co. He succeeds Z. W. Pique, who has been made apparatus and supply manager for the southwestern district at St. Louis. Dietz was previously assistant manager of the Washington office of Westinghouse Electric Co., parent firm of WESCO.

### Brown Named General Manager Of Boyd Distributing Co.

Richard L. Brown has been named general manager of the Boyd Distributing Co., Inc., Denver. At the same time, president Cecil H. Boyd announced the appointment of Robert A. Hansen as operating manager, Robert L. Harbaugh as sales manager, Jack C. O'Donnell as sales promotion manager, Graydon D. Hanna as credit manager and Ivan B. Conwell as manager of the record department.

### New World Distributors Honors Winners in DuMont Contest

New World Distributors, Inc., Chicago, presented prizes to the winners of its DuMont dealer sales contest during the firm's second anniversary dinner-dance at the Hotel Knickerbocker early in April.

John Bosselli, Highwood Radio, won first prize, a Plymouth sedan. Second prize, an eight-day air cruise vacation for two in Jamaica, all expenses paid, went to Elie Lindon, Lindon's; third prize, a seven-day all expense trip for two at Miami Beach, was won by Irv W. Wolfson and George Templar, Temson Radio.

### Meek Made Manager of Harvester Division of Wyatt-Cornick, Inc.

William Meek has been appointed manager of the International Harvester division of Wyatt-Cornick, Inc., Richmond, Va. He has had experience both as a dealer and as a distributor.

### Open House Demonstration



**DEALERS** attending a recent open house staged by the Buckeye Appliance & Sports Equipment Co., Toledo distributor, listen to Neil M. Wirls of the Automatic Washer Co. as he demonstrates a Laundry Queen washer. Dealers from 22 counties in northwestern Ohio and southern Michigan attended the show.





## She'll Send Her Friends to You if You Sell Her **HORTON**

### **With Horton You Can Profit from Recommendations of Satisfied Customers**

When you sell a Horton washer, dryer, or ironer, you are starting a chain of future sales because Horton quality is what users talk about to their friends. This complete laundry line offers you full profit with exclusive selling features and less service worries. That's why more dealers every day are turning to Horton.

Horton helps you sell, too. Colorful ads in leading magazines are backed by special promotions that bring prospects to your stores. So if you're after sales that bring more sales and more profit, sell Horton!



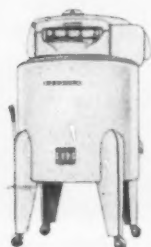
Automatic Washer  
with Double-Tumble Action



Automatic Dryer  
Dial the Dryness, Not the Time



Console Ironer  
with exclusive Breathing Roll



Conventional Washer  
with Insulated Double Wall Tub



Portable Ironer  
with Exclusive Breathing Roll

# **HORTON**

## **Washers • Dryers • Ironers**

HORTON MANUFACTURING CO. • FORT WAYNE, IND. • SINCE 1871

Space 511A—American Furniture Mart, Chicago

more and more it's...

**PHILHARMONIC**

a **CLOCK-RADIO** worthy of the name

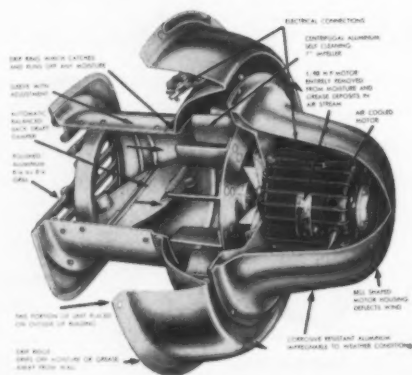
**DEALERS-DISTRIBUTORS**  
are invited to  
inquire about  
available  
territories  
Suggested list  
starts at

**\$26.95**



**Philharmonic Radio and Television Corp.**  
General Offices and Plant: New Brunswick, N. J.

## THE Kitchen-Aire EXHAUST FAN Is DIFFERENT ...!



Different, because it is **FIRE-SAFE**, grease laden air is **NOT** drawn over motor;  
Different, because intake grill may be mounted above cooking range even on inside wall;  
Different, because ordinary 6" stove pipe will serve for making connection between intake grill and exhaust fan;  
Different, because it is **QUIET**, operating mechanism is mounted **OUTSIDE** the wall;  
Different, because it is **weatherproof**, back draft damper protects against heat loss, operating mechanism is housed in corrosion-free aluminum.  
Yes, the Kitchen-Aire is different. It is electrically operated, can be installed anywhere in new or old houses, keeps kitchens cool and odorless, bathrooms and recreation rooms fresh and basements dry. Underwriters Approved. Advertised in Better Homes and Gardens. A fast seller! Inquire today:

**STEWART MANUFACTURING COMPANY**

3202 E. Washington Street

Indianapolis, Indiana

## DISTRIBUTOR NEWS

### Adelman Named Ad Manager of Milo Radio and Electronics

Harry Adelman has been appointed advertising manager of Milo Radio & Electronics Corp., New York, wholesale distributors of radio, television, sound, broadcasting and industrial electronic equipment. Adelman is a veteran of 20 years experience in the radio-electronic jobbing field.

### GESCO Names I. P. Pruitt To Head Appliance Sales

I. P. Pruitt, formerly manager of sales services for the G-E appliance and merchandise department, has been appointed manager of G-E major appliance sales for the General Electric Supply Corp. He joined G-E Credit Corp. in 1934 and remained with the company until 1947 when he was made assistant manager of G-E's home bureau.

### Name Glauber General Manager Of Admiral Factory Branches

E. R. Glauber has been appointed general manager of Admiral's distributing branches. He was formerly eastern regional manager and prior to that manager of the New York branch. He will maintain headquarters in New York.

### Duge Distributing, Cleveland, Promotes Two Executives

Hollis S. Brewer has been appointed sales promotion and advertising manager for the Duge Distributing Co., Cleveland. Dale Corey has been made assistant sales manager and manager of the service department of Duge.

### Schwartz Named Branch Manager For Belmont in Milwaukee

Howard V. Schwartz has been made Milwaukee branch manager of Belmont Distributor, Inc., distributor of Raytheon television. He was formerly acting manager in Chicago.

### Omaha Open House



**CROWDS** of Omaha residents crowd the sales floor of the Omaha Public Power Co. to see the city's first public showing of Hoffman television and to register for prizes. Sponsor of the promotion was the Korsmeyer Co., Lincoln, Nebr., Hoffman distributor in the area.

### Midwestern Bendix Distributors Hold Meeting in South Bend

Personnel of Bendix distributorships in the midwest recently held a one-day meeting at Bendix headquarters in South Bend to review selling features of the home laundry line and study details of the company's "white magic" promotion. Harold P. Bull, Bendix central regional sales manager, and Arnold VerLee, division sales manager, presided at the meetings. Attending were representatives from Northern Ohio Appliance Corp., Cleveland, Radio Equipment Co., Grand Rapids, Major Appliance Co., Lansing, Anchor Distributing Corp., Pittsburgh, Radio Equipment Co., Fort Wayne, Radio Equipment Co., South Bend, and Gerlinger Equipment Co., Toledo.

### Something for the Kids



**A NEW TWIST** in building dealer attendance at a distributor showing was tried by Herbert Horn, Inc., Los Angeles distributor, this spring. While the dealers were inside at the meeting their families were entertained outside by a circus set up in an adjacent parking lot.

# Sell more electric ranges this way



**"It's easy to sell ELECTRIC Ranges if you do certain basic, simple things. There's no trick to it. You just put yourself in the customer's place," says Norman G. Long, electric appliance dealer of Eau Claire, Wisconsin.**

## HERE'S WHAT YOU DO:



**A** Customers always like a demonstration. So install a "live" range on the showroom floor. After that, it just comes naturally. You touch the switches, and the prospect sees action. She can actually see the elements heat up, she can touch the oven and feel how cool it is outside when it's 350 degrees inside.



**B** Women want practical information about an Electric Range—things you can't really find out until you use the range itself. The answer to that is to get one in your own home, and let your wife or mother show you what she can do with it. In about a week, chances are she'll give you so many selling ideas, you'll feel like putting *her* on the sales force!



**C** An enthusiastic Electric Range user can be your best friend in making another sale. Never drop a sale after delivery is made. Always call back once or twice, and bring your home service worker along if you can. Demonstrate the range again, right in the customer's own home.

There's really only one best way to sell Electric Ranges. Like any other good product, they help sell themselves if you give them half a chance. So it always pays to remember these three points:

- A. Demonstrate in the showroom
- B. Use it in your own home
- C. Follow up in the customer's home after the sale is made

...of course, it's **ELECTRIC!**



**CASH IN ON THE TREND**

# **Sell Electric Ranges**

American families purchased 1,800,000 Electric Ranges last year!

## ELECTRIC RANGE SECTION

National Electrical Manufacturers Association • 155 East 44th Street, New York 17, N. Y.

ADMIRAL • COOLERATOR • CROSLEY • DEEPFREEZE • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON  
HOTPOINT • KELVINATOR • LEDO • MONARCH • NORGE • PHILCO • UNIVERSAL • WESTINGHOUSE



# FROM BOSTON

## it's McDONALD

From the "Hub City" to the land of Sunshine, McDonald Water Systems offer lasting economical service. Wherever pressure water systems are needed, McDonald means vol-

ume sales and happy customers. The dependability and efficiency of McDonald systems assure more business and profits for you. A. Y. McDonald Mfg. Co., Dubuque, Iowa.



Shallow well reciprocating Series 420



Deep well reciprocating Series 600



Hydro-Jet deep or shallow well Series 2000

Illustrated are three of McDonald's water systems... Each with its own job to do, and doing that job right.

**FREE!** -- a pocket size catalog showing the complete McDonald line... Ask us for Catalog P-50P.



BRASS GOODS • PUMPS • OIL EQUIPMENT

# to BURBANK

## Toastswell



### The toaster that rings the sales bell in any territory...

Toastswell is ahead in the number of design and operating features that appeal to buyers. It's the toaster with duo-controlled timing cycle—both quiet accurate clock and thermostat—makes uniform toast without resetting. Permits fast toasting with low current consumption.

Toast pops up high—no burnt fingers and there is no noise or jarring. Crumb tray can be removed without upsetting toaster. Used on AC or DC current. High-lustre chrome finish with bakelite trim.

Toastswell authorized service stations in all principal cities.

**\$21.50**

Retail Price

Write for details on complete features—see the exceptional sales points.

## THE TOASTSWELL CO.

620 Tower Grove Ave.

St. Louis 10, Mo.

## DISTRIBUTORS APPOINTED

### Necchi Sewing Machines

Ten new distributors of Necchi sewing machines have been named.

Charles L. Bell Co., Allentown, Pa.  
Radio & Appliance Distributors, Inc., East Hartford, Conn.  
Artcraft Electric Supply Co., Wilmington, Del.  
Milhender Distributors, Providence, R. I., and Boston, Mass.  
Bomar Appliance Co., Inc., Knoxville, Tenn.  
Cambria Equipment Co., Johnstown, Pa.  
Daybert Distributing Co., Detroit, Mich.  
Hudson Valley Asbestos Corp., Albany, N. Y.  
Dixie Appliance Co., Bluefield, W. Va., and Roanoke, Va.  
Old Dominion Distributors, Inc., Richmond, Va.

### Murray Corp. of America

Lee Distributing Co., Richmond, Va., has been made a distributor of Murray ranges, sinks and cabinets.

### Air King Products, Inc.

Ten new distributors of Air King products have been appointed.

Bercraft Corp., Chicago, Ill.  
Elcon Products Co., Minneapolis, Minn.  
St. Louis Distributing Co., St. Louis, Mo.  
Lurtz Electric Co., Belleville, Mo.  
Ohio Valley Sound Co., Evansville, Ind.  
Wright & Wilhelmy Co., Omaha  
Graybar Electric, Milwaukee, Wis.  
Graybar Electric, Indianapolis, Ind.  
Radio Trades Supply Co., Des Moines  
Harper McIntire Co., Cedar Rapids, Ia.

### Bendix Radio

Two new distributors have been appointed to handle Bendix television and radio.

Wellford Distributors, Inc., Memphis, Tenn.  
York Supply Co., Dayton, Ohio

### Fleck Broiler Co., Inc.

Teldisco, Inc., East Orange, N. J., has been named a distributor of Fleck infra-red ray broilers.

### Automatic Washer Co.

Twelve new distributors have been appointed by the Automatic Washer Co.

Post & Lester Co., Hartford, Conn.  
Gough Industries, Inc., Los Angeles, Calif.  
Century Distributing Co., San Francisco  
Ashman Distributing Co., Norfolk, Va.  
C & M Distributing Co., Fargo, N. D.  
Betco, Inc., Louisville, Ky.  
Reines-Freeman Distributors, Inc., Albany, N. Y.  
Elliott Rowland Corp., Philadelphia, Pa.  
Maumee Sales, Inc., Fort Wayne, Ind.  
Goggans & Pennie, Great Falls, Mont.  
National Appliance Distributors Inc., Boston, Mass.  
Consolidated Industries Ltd., Winnipeg, Manitoba

### Appliance Mfg. Co.

Amsterdam Associates, New York, N. Y., have been named Duchess washer representatives for the Greater New York territory.

### Mitchell Mfg. Co.

Nine new distributors have been appointed by the air conditioning division of Mitchell Mfg. Co.

Nelson Radio & Supply Co., Mobile, Ala.  
Teague Hardware Co., Montgomery, Ala.  
Ray Thomas Co., Los Angeles, Calif.  
F. B. Connelly Co., Portland, Ore. and Seattle, Wash.  
Prudential Distributors, Inc., Spokane, Wash.  
Glenn Earl, Inc., Salt Lake City, Utah  
Miami Valley Distributing Co., Dayton, Ohio  
Hollander & Co., Inc., St. Louis, Mo.  
Frank Lyon Co., Little Rock, Ark.

### Capehart-Farnsworth Corp.



**SIGNING** a franchise making the New York branch of the Kelvinator division of Nash-Kelvinator Corp. a distributor of Capehart-Farnsworth radios and television sets are E. Patrick Tool, left, director of sales for Capehart, and K. L. Saunders, manager of the New York branch. Standing are W. R. McAllister of Capehart and John C. Queen of the branch.

"No Wonder..."

ONE OUT OF EVERY FOUR  
OIL FLOOR FURNACES SOLD  
IS A **KRESKY**



..... Because no other oil floor furnace can match the Kresky Burner that turns smoke into extra heat, cuts fuel costs, provides dollar-saving operation. Clear and radiant—the Kresky flame keeps homes clean and color bright. Golden warmth flows through the house without a draft or chilly corner. Thousands of homes all over America have depended on Kresky progressive engineering for more than forty years—the pioneer in oil heating and still the leader.

**25-Million\***  
What about YOU And the Big Home Market?

(\* If you're a bear for facts, 25,210,000 families in America are without central heating.  
—Electrical Merchandising, January, 1951)

now is the time to ...

**DISPLAY** Kresky Oil Floor Furnaces. Every appliance customer is a Kresky prospect. Put Kresky Furnaces right out on the floor with ranges and refrigerators and watch them move—*fast!*

**SELL** Kresky Oil Floor Furnaces. When other merchandise is slow, call on Kresky. They're easier to sell because they're easier to buy—offer your customers your most liberal terms. Kresky Oil Floor Furnaces qualify under minimum credit regulations.

**DELIVER** Kresky Oil Floor Furnaces. Remember, every Kresky unit is a complete, built-in package—no ducts or air returns to build. Not even a basement is necessary—it's so easy to install a Kresky Oil Floor Furnace.



Flat Register Models from 40,000 to 112,800 BTU's.

Dual Register Models from 40,000 to 72,800 BTU's.

Strings to your selling bow. Kresky Oil Floor Furnaces fit every customer's heating needs!

**"TRY BEFORE YOU BUY"** • Show your customer the famous, portable "live" demonstration of the exclusive Kresky Burner. Prove in your display room, or in the customer's own home, that smoke and soot are turned into radiant heat by the miracle of the Kresky Burner. You can say it with confidence, "Try Before You Buy."

If you're not stocking and selling Kresky *now*, our District Representative will be glad to outline Kresky sales opportunities in your territory. Find out today how you can share in Kresky's "ONE-OUT-OF-FOUR" sales profit.

----- Mail This Coupon Today! -----

KRESKY MFG. CO., INC.  
2nd and H Streets, Petaluma, California

651-EM

- ☐ Ask your District Representative to call and pinpoint Kresky's market in my area.  
☐ Send me complete facts and figures on Kresky Oil Floor Furnaces by return mail.

NAME \_\_\_\_\_ COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



Pioneering Leadership Since 1910

FLOOR & WALL FURNACES • BASEMENT & UTILITY FURNACES  
SPACE HEATERS • STORAGE & AUXILIARY WATER HEATERS

STEEL

**SHIRLEY**

KITCHENS



● Top-quality, outstanding beauty, distinctive features, complete line, nationally advertised, competitively priced. Leads in value. See your distributor or write us for full information.

SHIRLEY CORPORATION, • INDIANAPOLIS 2, INDIANA

*Columbia's*

**'INSIDE SALESMEN'**  
(HOT and SNAPPY)

**are working for you!**

**THEY WORK WONDERS FOR YOU BECAUSE THEY PERFORM MIRACLES ON THE JOB**

And they're only two of the fine working features that make Columbia the leader in the electric water heater field.

**HOT** is the exclusive 100% efficient immersion type heating element. It transfers all the heat directly into the water almost instantaneously. Completely enclosed in a submerged copper well, this element is easily removable **without draining the tank.**

**SNAPPY** is the patented "snap-action" thermostat, submerged in the water in a thermal-sensitive copper well. It snaps on and off...no arcing...no chatter. Easily removable **without draining the tank.**

Sold only through leading electrical wholesalers. Write for complete catalog.

**NATIONAL STEEL CONSTRUCTION CO.**  
500 Myrtle Street  
Seattle, Washington  
301 Water Street  
Logansport, Indiana  
1801 Pasadena Avenue  
Los Angeles, California



## DISTRIBUTORS APPOINTED

### Coolerator Co.

Three new distributors have been appointed by the Coolerator Co.

W. A. Case & Son Mfg. Co., Inc., Syracuse, N. Y.  
Thomsen's Wholesale Co., Amarillo, Tex.  
G. W. Ryan Distributing Co., Kansas City, Mo.

### Florence Stove Co.

Radio and Appliance Distributors, Inc., Chattanooga, Tenn., has been made a distributor of Florence products.

### Allen B. Du Mont Laboratories, Inc.

Arthur Fulmer of Indiana, Inc., Indianapolis, has been named a distributor of Du Mont television sets.

### Arvin Industries, Inc.

Thurow Distributors, Tampa, Fla., has been made a distributor of Arvin appliances, radio and television.

MacMillan-Cameron Co., Wilmington, N. C., has been made a distributor of Arvin electric housewares.

Three distributors have been franchised to handle Arvin radio and television sales.

M. A. Hartley Co., Gettysburg, Pa.  
Goyer Supply Co., Greenville, Miss.  
Adams Sales Co., San Antonio, Texas

### Lewyt Corp.

York Supply Co., Dayton, Ohio, has been made a distributor of Lewyt vacuum cleaners.

### Kaye-Halbert Corp.

Electric Supply Corp., Chicago, has been made a distributor of Kaye-Halbert television.

### Bendix Home Appliances Div. Avco Mfg. Corp.

Ohio Appliances, Inc., Cincinnati, has been made a distributor of Bendix home laundry equipment.

### John Meck Industries, Inc.

Seven new distributors have been named by John Meck Industries, Inc.

Lima Radio Parts, Lima, Ohio  
Home Supply Co., Dubuque, Iowa  
Minthorne Music Co., Los Angeles, Calif.  
Perkins Sales & Service Co., Houston, Texas  
Ra-Tone Electronics Co., Phoenix, Ariz.  
Ward E. Rice Co., Gary, Ind.  
Spitzer Electrical Co., Albuquerque, N. M.

### Hallcrafters Co.

Two new distributors of Hallcrafters television sets have been appointed.

Tubbs Electric Co., Spokane, Wash.  
Florida Radio & Appliance, Miami

### Hoffman Radio Corp.

Adair Appliance and Supply Co., Memphis, Tenn., has been made a distributor of Hoffman radios and television.

### New Home Sewing Machine Co.



**NEW WORLD DISTRIBUTORS, INC.,** Chicago, has been made a distributor of New Home sewing machines. Sid Luckman, left, former Chicago Bears football player and president of New World, signs a franchise with L. E. LeVee, New Home vice-president.

### Horton Mfg. Co.

Arnold Equipment Co., Toledo, Ohio, has been made a distributor of Horton home laundry equipment.

### Coleman Co., Inc.

Roskin Distributors, Inc., Hartford, Conn., has been made a distributor of Coleman gas and oil heating equipment.

### American Stove Co.

Joseph M. Zamoiski Co., Baltimore, Md., has been made a distributor of Magic Chef products.

### United States Air Conditioning Corp.

Two new distributors of United States Air Conditioning Corp. window units have been appointed.

Rumsey Electric Co., Philadelphia, Pa.  
Philadelphia Wholesale Distributors, Inc., Philadelphia

### International Harvester

Harris Distributing Co., Little Rock, Ark., has been made a distributor of International Harvester refrigerators and freezers.

### Motorola, Inc.

Two new distributors have been appointed by Motorola, Inc.  
Northern Ohio Appliance Corp., Cleveland, Ohio  
McCleery-Carpenter Electric Co., Columbus, Ohio

### Nesco, Inc.

Two new distributors of Nesco roasters have been appointed.

Allied Electric Supply Co., Pittsburgh, Pa.  
Clark-Wheeler Co., Sacramento, Calif.

### Apex Electrical Mfg. Co.

Ray Thomas Distributing Co., Los Angeles, has been made a distributor of Apex appliances.



**MAKE SURE IT'S Wilcolator**  
—the electric oven-heat control that

**"CLICKS" with every cook**



**Profit by handling range lines that employ the easiest-to-operate and most cooperative oven control ever built!**



This is IT—the WILCOLATOR . . . the most advanced concept of simplicity, sensitivity and cooperation in modern oven-heat controls.

A turn of the Dial, a push of the Preheat Button—and a Wilcolator-controlled oven is set to deliver the exact cooking temperature desired . . . deliver it fast (but fast) . . . and maintain it indefinitely.

And that's not all. As soon as the oven is sufficiently preheated, the Wilcolator preheat button snaps out with an audible click, giving unmistakable warning that the oven is ready for use. Here's cooperation plus! . . . a boon to the busy cook, veteran or novice. No waste of time or fuel.

Yes, Wilcolator means meal-making that's simple, quick, successful. When the dial is turned to a setting, the oven bake element is automatically cut in. When the preheat button is pressed, the broil element is cut in. With both elements "pouring on the heat", exceptionally fast preheat is obtained.

As oven temperature approaches dial setting, the preheat button snaps out—disconnecting the broil element. Temperature "overshoot" is so accurately gauged, that almost from the moment food is placed in the oven, it is subject only to the cooking temperature selected.

During cooking, Wilcolator's super-sensitive thermostat switch (operating on a 30 to 50 per cent lower differential than heretofore possible) regulates the bake element so closely that oven heat is precisely maintained . . . resulting not only in perfect baking and roasting, but in maximum fuel economy.

You'll find the Wilcolator control will "click" with every prospect. It's a plus value you cannot afford to miss. Profit by making sure every electric range you handle has the outstanding advantage of Wilcolator.

The Wilcolator Control provides both visual and audible signals. Pilot lights indicate when bake and broil elements are cut in and cut out. Preheat button snaps out with a clearly audible click when oven is ready for use.

The control can be installed, on two mounting screws, in any of four positions—with preheat button located above or below, to the right or left of the dial. Contour harmonizes with the over-all appearance of any electric range . . . particularly with modern design.

**P.S. NOW A Gas Oven Control That Also Says "WHEN"**

Wilcolator's outstanding Oven Heat Control for Gas Ranges is now available with the revolutionary Wilcolator "Oven-Reddy" Indicator which automatically signals as soon as the oven is ready to use. Thus the exceptional advantages afforded by the Wilcolator Gas Range Control—such as its large capacity "Uniflow" valve for super-speed preheat, and amazing ease of servicing—are supplemented by an extremely desirable feature hitherto only available on electric ranges.

THE  
**Wilcolator Company**  
Elizabeth, New Jersey

**WILCOLATOR—precision cooking at a touch of the finger tips**

# hallicrafters

## Precision TV



**MODEL 17848**

17" Rectangular Tube. Graceful Chippendale design. Exquisitely finished in handsome mahogany, oak or maple.

*"The Set the Experts Own"*

No matter how beautiful a television set may be . . . its performance *sells* it! Hallicrafters PRECISION performance . . . even far out in the unscratched "fringe markets" . . . gives your customers the proof you need to clinch that sale!

Hallicrafters world-famous precision electronic equipment has been sold in 89 different countries, used by 33 governments. Remembered by veterans . . . prized by experts . . . preferred by radio men the world over!

**hallicrafters**  
FIRST in Precision TV!

WORLD'S LEADING MANUFACTURER OF PRECISION RADIO & TELEVISION • CHICAGO 24, ILL.

## LETTERS

### EWRT Correction

To the Editor:

Although we were delighted to see reports in the May issue of *ELECTRICAL MERCHANDISING* on the meeting of our National Board of Directors, the Chicago Chapter Workshop, and the New York March meeting, we must call your attention to the serious errors in the headline and in the report of the Board Meeting.

The facts are these: The National Board of Directors met in Chicago on March 30, at which time they discussed a number of matters bearing upon the organization's affairs. At that meeting, the Board voted to expand its numbers from nine to ten. It did not elect officers.

The Board has no power to elect officers. This is done by the membership at its annual meeting. The Board does appoint the Nominating Committee.

At this same meeting the Board voted to hold the annual meeting for the purpose of electing officers and members of the Board, in Cleveland, Ohio, on June 29, which is just prior to the end of our fiscal year.

The Nominating Committee, which had been previously appointed under the Chairmanship of Elizabeth Sweeney Herbert, met in Chicago on April 1, at which time a proposed slate of officers and Directors was drawn up for submission to the membership in advance of the annual meeting.

The officers and members of the Board which you reported as having been "elected" is the slate which is being submitted to the membership by the Nominating Committee.

In order to avoid embarrassment to Mrs. Kiene and the other nominees to national offices and directorships, we hope that you will correct this error in the next issue.

Meanwhile, copies of this letter are going to the chairmen of all chapters with a request that it be read or distributed to all members immediately. We feel that it is necessary to do this in order to prevent any of our members who read the account in your May issue from getting a misconception regarding the prerogatives of the Board of Directors.

FRANCES ARMIN  
President

The Electrical Women's Round Table



"JUST SIT BACK AND RELAX, MADAM—THIS MODEL PRACTICALLY SELLS ITSELF."



## Women Use the Companion ...and you can too!

**Sure step to sales.** Build counter and window displays around these eye-catching articles in the exciting June COMPANION.

✓ **"This Market Never Closes"**—shows women how they can solve their weekly menu worries with an electric freezer. Lots of time-saving tricks and helpful advice.

✓ **"How to Make It Last Longer"**—three pages of pictures and captions on how to keep

all sorts of home equipment in perfect running order.

✓ **"How to Cut Range-cleaning Time"**—best methods, fully illustrated, on how to clean an electric range.

**Whatever the month**, it's always good business to spotlight merchandise advertised in the COMPANION (listed at right).

*Woman's Home* **COMPANION**

**Average Circulation:**  
More than 4,000,000

### ALREADY PRE-SOLD FOR YOU!

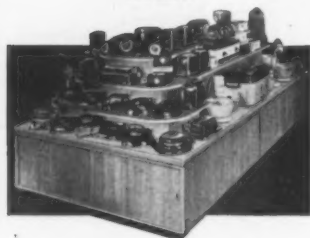
Get a running start by featuring COMPANION-advertised goods. Pick out below the Electrical Products that you carry—then cash in on the COMPANION'S No. 1 editorial boost!

Admiral Dual-Temp Refrigerator  
Arvin Electric Housewares  
Cadillac Vacuum Cleaners  
Casco 51 Steam & Dry Iron  
Casco Heating Pad  
Domestic Sewmachines  
Frigidaire  
Frigidaire Electric Ranges  
General Electric Automatic Dishwasher  
General Electric Steam & Dry Iron  
General Electric Visualizer Iron  
General Electric Washers & Ironers  
General Mills Automatic Toaster  
General Mills Steam Ironing Attachment  
General Mills Tru-Heat Iron  
Kalamazoo Home Appliances  
Lewyt Vacuum Cleaner  
Maytag Washers & Ironers  
Motorola Portable Radios  
Motorola TV  
Pfaff Sewing Machine  
Philco Home Freezer  
Serval Refrigerator  
Sunbeam Ironmaster  
Sunbeam Mixmaster  
Universal Coffeematic  
Universal Stroke-Saver Iron  
Universal Washers & Ironers  
Walker Heating Pads  
Westinghouse Clothes Dryer  
Westinghouse Frost-Free Refrigerator  
White Sewing Machines



## FLEXO-STEP

Self-Service  
Island



Displays Any Size or  
Shape Appliance

Add Sales Co. is making an amazing offer on a new SELF-SERVICE ISLAND with individual removable steps. FLEXO-STEP displays all types of merchandise in the "Buying Range" where it is easy to see . . . easy to handle and easy to buy. Dealers who have been testing FLEXO-STEP find a big increase in Self-Service and impulse buying. Selling costs drop. Profits rise. FLEXO-STEP fixtures are built of strong plywood and have handy storage space. You are invited to write for Free illustrated folder.

**ADD SALES CO.**

714 Commercial, Manitowoc, Wisconsin

The Personal-Use Floor Polisher  
that does a professional job!

**Famous**  
**VACTRIC**  
**3-Brush Electric**  
**Floor Polishers**  
with 1951 improvements  
Sensationally Priced



West of Rockies \$69.95

**SCRUBS • WAXES • POLISHES**  
**BUFFS • DRY CLEANS**

Guaranteed for **ONE YEAR**

The VACTRIC precision-built 3-brush floor polishers are unequalled for value. The revolutionary 3-brush mechanism eliminates "creeping". Patented automatic brush release allows brushes to come out at the touch of a finger.

**DISTRIBUTORS . . .** there are still a few territories open.

Exclusive U. S. Representatives

**TRI-CORO, INC.**

62-22 79TH St. Elmhurst, N. Y.

## Manufacturers' Sales: Appliances, Radio, TV

### COFFEE MAKERS

(NEMA Only, Not Industry)

	Jan.	Feb.	Mar.	3 Mos.
1951 . . . . .	74,886	119,689	147,935	342,510
1950 . . . . .	59,096	53,961	80,977	194,034
% Change . . . . .	+26.7%	+121.8%	+82.7%	+76.5%

### DRYERS, CLOTHES

(Industry Est. by American Home  
Laundry Mfrs. Assn.)

1951 . . . . .	31,935	36,851	44,020	112,806
1950 . . . . .	19,495	19,389	27,125	66,009
% Change . . . . .	+63.8%	+90.0%	+62.3%	+70.9%

### FREEZERS (NEMA Only)

1951 . . . . .	71,708	63,996	77,937	213,641
1950 . . . . .	31,948	39,193	51,970	123,111
% Change . . . . .	+124.4%	+63.3%	+50.0%	+73.5%

### HEATERS, Convector & Radiant

(NEMA Only)

1951 . . . . .	11,274	15,825	17,292	44,391
1950 . . . . .	5,940	3,642	7,853	17,435
% Change . . . . .	+89.8%	+334.5%	+120.2%	+154.6%

### HEATERS, Fan-Forced & Fan-Heater Combs.

(NEMA Only)

1951 . . . . .	36,626	37,628	20,856	95,110
1950 . . . . .	6,556	4,628	8,099	19,283
% Change . . . . .	+458.7%	+713.0%	+157.5%	+393.2%

### HOTPLATES & Disc Stoves

(NEMA Only)

1951 . . . . .	35,776	40,188	60,294	136,258
1950 . . . . .	27,009	30,707	45,609	103,325
% Change . . . . .	+32.5%	+30.9%	+32.2%	+31.9%

### IRONERS

(Industry Est. by AHLMA)

1951 . . . . .	24,600	32,400	34,700	91,700
1950 . . . . .	20,300	27,600	37,800	85,700
% Change . . . . .	+21.2%	+17.4%	-8.2%	+7.0%

### IRONS, Automatic, Standard

(NEMA Only)

1951 . . . . .	253,940	375,060	444,602	1,073,602
1950 . . . . .	144,836	247,722	348,269	740,827
% Change . . . . .	+75.3%	+51.4%	+27.7%	+44.9%

### IRONS, Steam & Steam

Attachments (NEMA Only)

1951 . . . . .	105,118	132,163	160,047	397,328
1950 . . . . .	40,136	138,386	131,625	310,147
% Change . . . . .	+161.9%	-4.5%	+21.6%	+28.1%

(Continued on page 192)



**THE VOGUE IN HATS** for electrical women was modeled by Ada Bessie Swann for members of the Electrical Women's Round Table, N. Y. The electrical hat, complete with matching over-the-shoulder handbag to hold batteries, is the brainchild of Miss Swann, who collaborated with Lillian Eddy and Janelle Moser, both of G-E Lamp Div. The large navy straw has approximately 20 toy train lamps (G-3½) set into the heart of white daisies in an all-over pattern. Wires are concealed with green and red velvet streamers. The hat was first shown at the WOMAN'S HOME COMPANION cocktail party in the Edgewater Beach Hotel, Chicago, at the E.E.I. spring meeting.

Quality

**CORD SETS**



from

**"COLUMBIA"**

"THE HOME OF GOOD CORD SETS"

Careful selection of materials, precision workmanship, and technical "know-how" make "Columbia" Cord Sets the quality buy for you! Our Cord Assemblies are made of the finest U/L Approved Cord and Plugs. **ORDER TODAY!**



**Cord Sets for:**

- Television
- Clocks
- Refrigerators
- Radios
- Portable Tools
- Electrical Appliances

We stock Anaconda U/L appliance hookup wire from 22 to 16 Ga. in 10 colors. We specialize in wire harnesses, cords and cables for all electronic applications.

**Columbia**

**WIRE & SUPPLY CO.**

2850 Irving Park Road, Chicago 18, Ill.

"National Distributors and Warehouse for Anaconda Denshield Television and Radio Wires, and Cables."

**CRAWLS** On Roller Bearings  
up and down steps.

**Everybody likes this  
APPLIANCE TRUCK!**

The ideal truck for every purpose! No lifting . . . no fatigue . . . carries a full load safely up and down stairs and crawls over obstructions. Your men will appreciate the Escort truck.

**Ideal For Handling:**

- Refrigerators
- Water Heaters
- Gas and Electric Ranges
- Music Machines
- Any appliance



Catalog on Request

**Stevens Appliance Truck Co.**

Old Savannah Road, P. O. Box 897  
Augusta, Ga.

THE AMERICAN FURNITURE MART'S

# SUMMER MARKET

JUNE 18-28, 1951

*I*N a disturbed mobilization economy it is important:

- 1** To see your manufacturers and their merchandise
- 2** To learn your delivery schedules
- 3** To get latest data from your Association
- 4** To hear what Government is planning
- 5** To discuss problems with fellow merchants

*Write for Admittance  
Passes TODAY*



Now, as  
Never Before *Enterprise* Offers You

**A COMPETITIVE PRICE PLUS THE  
FEATURES OF THE FINEST AND  
MOST EXPENSIVE RANGES ON  
THE MARKET TODAY!**



Leading the ENTERPRISE Electric Line is the DOUBLE OVEN RANGE with AUTOMATIC CLOCK-CONTROL AND THERMOSTAT FOR EACH OVEN (two clocks—two thermostats for independent automatic control of the ovens whether they're used singly or together!). Other features are comparable on this incomparable range.

**A COMPLETE LINE  
15 GAS & LP Models  
6 ELECTRIC Models**

WITH A COMPLETE PROMOTIONAL SET-UP FOR YOU!  
Nationally advertised in ALL these Magazines



Write now for complete details and specification sheets

**PHILLIPS & BUTTORFF MFG. CO., Nashville, Tenn.**  
EST. 1858



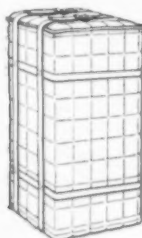
**"Slingabouts" SOLVE ALL OUR  
APPLIANCE HANDLING PROBLEMS"**

says Norman R. Axelband, Dynamic Electronics, Inc., New York, N. Y.

"Our appliances are delivered faster, more easily and more safely because we use Slingabouts for all handling," states the assistant manager of this metropolitan New York concern.

Slingabouts are safer for your appliances, too. Rugged canvas jackets, thick padding and soft flannel linings protect finishes and delicate parts from shocks, scratches. Slingabouts mean faster handling—slip one on and fasten it in seconds. Appliances are easier to handle with Slingabouts. Strong sling aids carrying on and off trucks, through narrow spaces. Slingabouts fit major makes of appliances.

Ask about Wrapabouts for TV sets.



**SEND  
TODAY**

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.

Send Slingabout prices for model # \_\_\_\_\_

make \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Check  
Appliance

State \_\_\_\_\_

Refrigerators  
Radio  
Range  
Washer  
Other  
(please specify)

## MANUFACTURERS' SALES

CONTINUED FROM PAGE 190

IRONS, Travel (NEMA Only)	Jan.	Feb.	Mar.	3 Mos.
1951.....	20,752	29,461	35,909	86,122
1950.....	11,130	18,345	24,431	54,906
% Change.....	+86.5%	+60.6%	+47.0%	+56.8%

MIXERS, Food (NEMA Only)	Jan.	Feb.	Mar.	3 Mos.
1951.....	27,957	32,409	39,132	99,498
1950.....	18,126	29,716	44,532	92,374
% Change.....	+54.2%	+9.1%	-12.1%	+7.7%

TELEVISION (Industry Est. by Radio-Telev. Mfrs. Assn.)	Jan.	Feb.	Mar.	3 Mos.
1951.....	645,716	679,319	874,634	2,199,669
1950.....	438,700	479,900	686,600	1,605,200
% Change.....	+47.2%	+41.6%	+27.4%	+37.0%

RADIOS, Home (Industry Est. by Radio-Telev. Mfrs. Assn.)	Jan.	Feb.	Mar.	3 Mos.
1951.....	780,410	795,377	1,027,745	2,603,532
1950.....	546,000	585,600	715,700	1,847,300
% Change.....	+42.9%	+35.8%	+43.6%	+40.9%

RADIOS, Portable (Industry Est. by Radio-Telev. Mfrs. Assn.)	Jan.	Feb.	Mar.	3 Mos.
1951.....	75,294	79,859	147,037	302,190
1950.....	58,200	87,700	187,600	333,500
% Change.....	+29.4%	-8.9%	-21.6%	-9.4%

RANGES (NEMA Only, Not Industry)	Jan.	Feb.	Mar.	3 Mos.
1951.....	132,437	124,118	162,267	418,822
1950.....	97,925	118,989	145,417	362,331
% Change.....	+35.2%	+4.3%	+11.6%	+15.6%

REFRIGERATORS (NEMA Only, Not Industry)	Jan.	Feb.	Mar.	3 Mos.
1951.....	488,607	423,420	591,449	1,503,476
1950.....	375,856	461,256	586,293	1,423,405
% Change.....	+30.0%	-8.2%	+9%	+5.6%

ROASTERS (NEMA Only, Not Industry)	Jan.	Feb.	Mar.	3 Mos.
1951.....	33,885	51,119	55,148	140,152
1950.....	25,698	36,507	83,204	85,409
% Change.....	+31.9%	+40.0%	+137.7%	+64.1%

TOASTERS (NEMA Only, Not Industry)	Jan.	Feb.	Mar.	3 Mos.
1951.....	301,064	330,017	372,010	1,003,091
1950.....	256,752	275,393	237,124	769,269
% Change.....	+17.3%	+19.8%	+56.9%	+30.4%

VACUUM CLEANERS (Industry Est. by Vacuum Cleaner Mfrs. Assn.)	Jan.	Feb.	Mar.	3 Mos.
1951.....	282,305	261,572	290,242	834,119
1950.....	249,150	263,515	361,014	873,679
% Change.....	+13.3%	-7%	-19.6%	-4.5%

WAFFLE IRON—SAND. GRILL Combs. (NEMA Only)	Jan.	Feb.	Mar.	3 Mos.
1951.....	93,409	110,702	132,221	336,332
1950.....	53,725	70,402	85,181	209,308
% Change.....	+73.9%	+57.2%	+55.2%	+60.7%

WASHING MACHINES, Standard (Electric & Gas Engine) (Industry Est. by American Home Laundry Mfrs. Assn.)	Jan.	Feb.	Mar.	3 Mos.
1951.....	321,092	341,328	368,455	1,030,875
1950.....	275,576	342,967	423,802	1,042,345
% Change.....	+16.5%	-5%	-13.1%	-1.1%

WATER HEATERS, Storage (NEMA Only)	Jan.	Feb.	Mar.	3 Mos.
1951.....	73,992	59,501	84,171	217,664
1950.....	44,248	53,149	64,714	162,111
% Change.....	+67.2%	+11.9%	+30.1%	+34.3%



# Sales are easier profits are bigger

WHEN YOU SELL AMERICAN-MADE

# National SEWING MACHINES!

THE QUALITY LINE SINCE 1879!

The *right* model, at the *right* price, at the *right* profit! That's what you get when you sell *National's* line of sewing machines. *First*, it's easier to sell. For here are America's highest-quality machines backed by nearly 75 years of manufacturing know-how. There's a complete line of desk or console models for every room setting, all superbly designed and beautifully hand-finished to the most exacting standards. *Second*, sewing machines manufactured by *National* are competitively priced! There's a desk, console or portable model for every budget. Suggested retail prices range from \$49.95 to \$289.50.

And, *most important of all*, you make more profit with the *National* line. No other appliance gives you the margin *National* does. It will pay you to investigate *National's* sewing machines today!

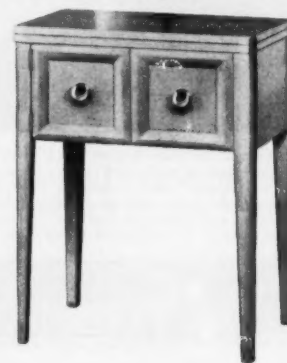
STOP IN AT DISPLAY ROOM  
1468 AT THE CHICAGO  
MERCHANDISE MART, JUNE  
18th-30th, DURING YOUR  
VISIT TO THE SUMMER  
MARKET.

**If you sell appliances...you should  
sell *National's* complete line of  
sewing machines—the highest-profit  
appliance in your store!**

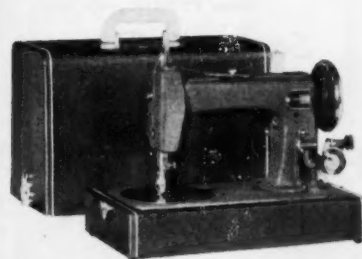
**NATIONAL'S COMPLETE LINE  
GIVES YOU EVERY  
IMPORTANT SALES FEATURE!**



**Gorgeous provincial desk model.** In hand-rubbed walnut or mahogany veneers.



**Ultra-modern console.** Styled in all the beauty of natural oak.



**Budget portable.** Here's the traffic-builder you need. Your customers can pay nothing down, as little as \$1.25 a week for this lock-stitch portable complete with case and attachments. Suggested price: \$49.95.

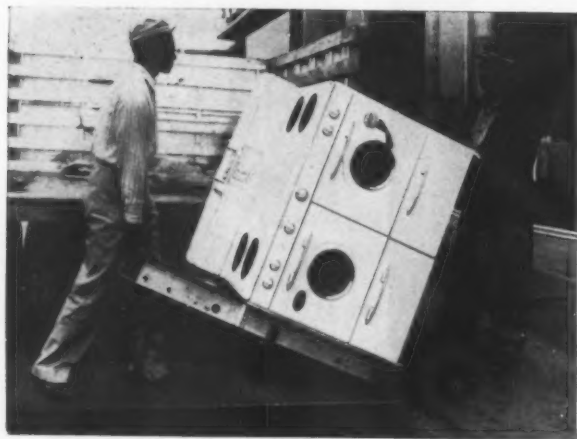
## GET THE 'NATIONAL' PROFIT STORY TODAY!

A limited number of sewing machine dealerships is available in select territories. For complete information write National Sewing Machine Company, 336 N. Foothill Rd., Beverly Hills, Calif.

**NATIONAL SEWING MACHINE COMPANY**

MADE IN AMERICA SINCE 1879

## HEAVY APPLIANCE DELIVERY made safer, easier with a **CEMCO Hydraul-Lift TAILGATE**



This hydraulic operated tailgate lifts up to 2,000 pounds easily and safely—requires less man-power. Customers are impressed with your modern equipment. Gate mounts readily on

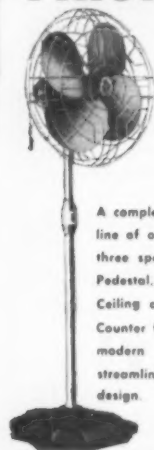
most any truck from  $\frac{1}{2}$  ton on up—new or old.

Complete specifications and names of users near you are yours for the asking. Write us now—Dep't. E-6.

**CEMCO INDUSTRIES, INC.,  
GALION, OHIO**

New Profits...with these  
**Electrically Reversible  
WINDOW FANS**

**FRIGID**



A complete line of one and three speed Pedestal, Wall, Ceiling and Counter fans of modern streamlined design.

Write for literature.



**WR24-WR30.** This completely enclosed window fan with front and back grill does a two-fold job of cooling. It acts as an exhaust fan to remove stale smoke-laden air, and then, by the mere flick of a switch, floods the apartment with refreshing, cooling outside air.

Beautiful hammertone finish. Does not require elaborate installation. Two sizes—24" Blade size and 30" Blade size.

**WR20.** Another electrically reversible fan—for exhaust or intake. The WR20 operates at 3 Quiet Speeds, occupies little space (it's only  $6\frac{1}{4}$ " deep) and has a handsome streamlined beauty that makes it extremely popular. It has adjustable side panels to fit windows from 28"-34" wide. Has 20" aluminum propellers. Simple installation.



**FRIGID HASSOCK FAN**

- It's good looking and easy to sell
- Has a Sealed Bearing G.E. Motor that never needs oil and therefore there's no chance of oil dripping on expensive floor covering.
- Safe—for children or pets—completely protected
- Operates at 3 Quiet draft-free speeds
- Popularly Priced for Quick Turnover
- Liberal discounts from list assures more profits.
- Unconditionally Guaranteed
- Individual-Different-Patented Design

**CIRCULATORS & DEVICES MFG. CORP.**  
128-168 THIRTY-SECOND STREET • BROOKLYN 32, N. Y.

## LEAGUE ACTIVITIES

### New Jersey Housewares Club Formed; Hansen Heads Group

Over 80 members of the housewares industry attended the first full meeting of the newly formed New Jersey Housewares Club in Elizabeth in mid-April. Harry Hansen is president of the club with George Bogie as first vice-president and Morris Freedman as second vice-president. Robert Baumgarten is secretary with Nat Cohen as treasurer. Directors are Jerry Beller, Earl Groesbeck, Bill Nixon, Charles Pyle, Sidney Schultz and Robert Trevarrow, Jr. Trustees are Jack Baumgarten, Ben Golden and Sanford Wiedenmayer.

### Edgar Rex Elected President Of Des Moines League

Edgar Rex has been elected president of the Electrical League of Des Moines. R. D. O'Callaghan and James C. Moore were named vice-presidents with A. W. Bowlshy and J. W. Ferguson as treasurer and secretary.

### Lehan Elected To Presidency Of Washington TV Association

Larry Lehan has been elected president of the Washington, D. C., Appliance & Television District Assn. Les Braum is vice-president of the newly-formed group with Jules Resnick as secretary and H. T. Brightman as treasurer.

### Grafentin Named To Succeed Pfeiffer On NIE Council

E. J. Grafentin has been named president of the Nebraska-Iowa Electrical Council. He succeeds Ben Pfeiffer who has been recalled to duty with the Air Force.

### Los Angeles League Moves to New Quarters on Olympic

The Electric League of Los Angeles has moved to new quarters at 2508 West Olympic St. where a conference room, library of industrial periodicals and other facilities are available to members. Glen L. Logan is managing director.

### W. J. Lee Re-elected President Of Northern California Group

W. J. Lee, divisional merchandise manager for Sherman & Clay at San Francisco, has been re-elected president of the Northern California Electric Bureau for 1951. Other officers re-elected include C. R. Matthews, Westinghouse Electric Supply Co., vice president; O. R. Doerr, vice-president-in-charge-of-sales of the Pacific Gas and Electric Co., secretary; Frank R. Runyan, manager of Western Merchandise Mart, treasurer; and John S. C. Ross, Pacific Gas & Electric Co., executive committee chairman.

The San Francisco unit of the Northern California Electrical Bureau has announced the election of Claude L. Stout, Hales Appliance Stores, as president to succeed Geo. W. Baack. I. J. Marshall of the Easy Washing Machine Corp is vice president. C. P. McCarthy, Pacific Gas & Electric Co., is secretary-treasurer.

### Chicago Electric Association Ties-in With Housewares Drive

The Electric Assn. of Chicago has organized a campaign to insure effective area participation in the NEMA electric housewares gift campaign. A committee headed by Fred Rexford of Toastmaster presented the Chicago plan to manufacturer's salesmen and distributor executives in mid-April. A mass meeting of distributor salesmen was held late in the month.

### St. Petersburg Dealer Group Elects Coit To Presidency

Jack Coit has been elected president of the St. Petersburg Electrical Dealers Assn. and Carroll Bristol has been named vice-president of the group. Other officers include E. B. Brant, secretary and A. F. Holbrook and William Conley, members of the executive committee.

### PCEA Home Economics Committee Hold Two Technique Workshops

Technique workshops for home economists and home demonstrators in the electrical field have been scheduled in both northern and southern California by the home economics committee of the Pacific Coast Electrical Association. The northern California meeting was held in Oakland in mid April, while the southern California group met in Santa Monica, May 17 and 18. Best method of handling cooking and laundry demonstrations, frozen food techniques and other practical problems in electrical demonstrations were illustrated in action and discussed. Of particular interest was a presentation of electrical equipment for television audiences.

### Rochester Association Elects Ernest Howe to Presidency

Ernest J. Howe has been elected president of the Electrical Assn. of Rochester. He will be assisted by Marion Figler as first vice-president, Frank Redeker as second vice-president and Edward J. Kramer as executive vice-president. Ralph A. Whitford is treasurer.

### IEEDA To Spend \$25,000 On Appliance Promotion

A \$25,000 advertising and promotion program for 1951 was launched at the spring meeting of the Inland Empire Electrical Dealers Association held March 6 in Spokane, Wash. Four special newspaper supplements totaling 16 pages are planned during the year, featuring ranges in March, refrigerators and freezers in June, laundry equipment in September and all appliances for Christmas in December. The space will be purchased by the Association and resold to dealers or other participants. In addition to other innovations decided upon at the meeting, a Gold Seal was adopted which is to be placed on appliances sold by members of the Association, in token of their adherence to the Association's code of merchandising ethics. S. E. Wolkenheim of the A. O. Smith Corp, chairman of NEMA's water heater division, was speaker at the meeting.

## Appliances in the Magazines

### WOMEN'S SERVICE GROUP

#### Good Housekeeping

"How We Know a Dishwasher Is Good," by Jane Cornish—June *Good Housekeeping*—gives results of the investigating work done in *Good Housekeeping* laboratories on electric dishwashers.

"To Freeze or To Can," by Helen W. Kendall—basic data on freezing and canning in anticipation of the summer food preservation activities ahead.

"This Kitchen Was Impossible," by Roberta Moffitt—how a small kitchen was remodelled.

"Here's How You Wash It," by Lee Chapman—answers to five laundry problems.

"A Bride Prefers"—a single column featuring electric housewares.

#### McCall's

"Is This What You Want in Your Refrigerator?" by Elizabeth Sweeney Herbert—June *McCall's*—10,000 women were asked what they want in refrigerators; here are the results of the survey.

"If You're a Busy Woman, Choose a Pressure Cooker," by Helen Kirtland—demonstrating the advantages of owning a pressure cooker.

#### Woman's Home Companion

"This Market Never Closes," by Bernice Strawn—June *Companion*—how a freezer puts food marketing worries on ice for a working wife.

"How To Make It Last Longer"—hints for prolonging the life of such often-used items as coffeemakers, sewing machines, pressure cookers, ironers. "How To Cut Range-Cleaning Time," by Martha Ferris—modern ranges are easy to keep new-looking; here are some tips for handling the occasional mishap.

#### Today's Woman

"3 Dinners to Get—10 Minutes To Do Dishes," by Ruth Gaffney—May *Today's Woman*—the automatic dishwasher solves time problems.

"What Do You Know About Dishwashers"—questions and answers concerning modern automatic dishwashers.

#### True Story

"How To Prevent Food Poisoning In Your Homes," by Mary Jacobs—June *True Story*—rules for safety in buying, storing and cooking food.

"Kitchen Gifts for the Bride"—includes electric housewares.

"Easy Way to Get Diapers Really Clean," by Helen Budd—the washing machine makes this kind of work light. "How to Raise a Family in America 1951"—May *True Story*—how a young couple with four small children manage on an annual income of \$4,400. The automatic washer, refrigerator and cleaner are invaluable time savers.

### HOME SERVICE GROUP

#### American Home

"Kitchen Switch," by Edith Ramsay—*American Home*, May—how a kitchen was remodelled.

"Tuesday Can Be a Saving Day," by Eleanor Lee Jones—good management and the right appliances save time and food.

"Be A Smart Girl," by Rosalie Thorne—recipes for keeping appliances in good working condition.

"Heat Lamp At Work"—new ways to use a heat lamp.

"We Saved \$750," by B. L. Cochrane—power tools made it possible for this family to remodel their kitchen.

#### House Beautiful

"The 2-Car Family with a 1-Woman Kitchen"—May *House Beautiful*—eleven pages showing a complete automatic kitchen and laundry installed in *House Beautiful's* Pace Setter house. "Climate Control is Engineering"—describes the Pace Setter house automatic heating system.

#### House & Garden

"Plans Begin With Working Methods"—May *House & Garden*—shows plans for 6 working kitchens.

"Stoves Get Better and Better"—the latest features to be found in 1951 electric ranges.

### HOME ECONOMICS GROUP

#### What's New In Home Economics

Farm and home freezers are featured in the Household Equipment Section of May *What's New*—articles included are:

"Role of Home Freezer in the Jamisons' Conservation Program."

"Design Features Which Influence Efficient Freezer Use."

"Packaging Material Shortages Bring Problems—What To Do and What Not To Do."

#### Practical Home Economics

"Wrinkle-Resistant Finishes," by Marie Antoinette Falcone—May *Practical Home Ec*—how to wash and iron and care for the new finishes.

"For Easier Storage"—some new kitchen storage units.

### FARM GROUP

#### Farm Journal

"Give Yourself a Break—Get Rid of That Low-Down Sink," by Naomi Shank—May *Farm Journal*—"A sink the right height," she says, "will give spirits and shoulders a lift."

#### Country Gentleman

"Refrigerator Desserts," by June Albert—June *Country Gentleman*—how to make the most of refrigerators desert-wise, with 5 recipes designed to take the summer out of summer.

#### Progressive Farmer

"Your Kitchen and Your Heart," by Oris Cantrell—May *Progressive Farmer*—how to plan a kitchen that eliminates lifting, stooping and excessive walking.

### CBS Buys Hytron Corp., Parent Firm of Air King

The Columbia Broadcasting System has announced an agreement under which it will acquire the assets and business of Hytron Radio & Electronics Corp., and that firm's subsidiary, Air King Products Co., Inc.

Under the agreement, Hytron stockholders will receive 31 shares of CBS stock for each 100 shares of Hytron stock owned by them.

*You be the judge...*

**FIND OUT ALL ABOUT FOWLER...** See why we say FOWLER glass-lined water heaters have the biggest features of them all.

**JUDGE FOWLER!** Write today for complete information about Fowler glass-lined electric and gas water heaters.

**Fowler Manufacturing Co.**  
2545 S. E. Gladstone, Portland 2, Oregon

Dealer: \_\_\_\_\_  
Address: \_\_\_\_\_  
Distributor: \_\_\_\_\_  
Address: \_\_\_\_\_

# FOWLER

## glass-lined WATER HEATERS

have the biggest features of them all

**JUDGE FOWLER**—feature by feature, value for value—with any automatic water heater. It's our guess you'll be amazed at how Fowler outclasses others with points of superiority that are making it the easiest to sell in every market.

A product of America's pioneer water heater builder, Fowler is backed by more than 36 years of manufacturing experience and has everything it takes to provide users with most efficient, economical water heating service.



*glass-lining*  
...developed by **FOWLER**

Smooth, durable porcelain bonded-to-steel inside the tank prevents rust and corrosion. Keeps water sparkling clean; adds years to tank life.

#### ELECTRIC WATER HEATER features

Patented 3-way Built-in Insulation.  
Safe "Black Heat" External-type Elements.  
Copper Heat Trap.  
Approval by Underwriters' Laboratories.  
Capacities: 5 to 80 gallons.

#### GAS WATER HEATER features

Extra-Heavy Insulation. 2½-in. thick Fiberglass blanket, from top to bottom of heater.  
Oversized Tapered Heat Flue.  
Economy, One-Piece Raised Port Burner.  
Approval by AGA.  
Capacities: 22, 30, 35 and 45 gallons.

#### LIBERAL WARRANTIES:

Electric Water Heaters are backed by 20-year pro-rated warranties.  
Gas Water Heaters are backed by 15-year pro-rated warranties.

#### PRICED RIGHT

...for quick, profitable sales.

# FOWLER

*Glass-lined*  
*Electric & Gas* **WATER HEATERS**

Manufactured by Fowler Manufacturing Co., 2545 S. E. Gladstone, Portland, Oregon



HIGHER NET PROFITS!  
LOWER ADVERTISING COSTS  
with **VADNIT**



Increase your net profits with Viking's unique Co-op Advertising program. With each Viking Fan you buy, you get a VADNIT redeemable for \$3 towards your local advertising. Ask your jobber, or write Viking Air Conditioning Corp., for full details today.



#### VIKING WINDOW FAN DISPLAY!

This super salesman shows customers how the fan works in the home; demonstrates the benefits of night air cooling; SELLS FANS! 3 VADNITS redeemable for Viking Fan Display or order from your Jobber today! Supply limited.

**Viking**

AIR CONDITIONING CORP.  
8401 WALWORTH • CLEVELAND 2, OHIO

Send me facts about the longer margin for extra profit on Viking Window Fans.

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## DEALER SALES HELPS



MANTEL BACK DISPLAY being used by Estate Stove Co. dealers as tie-in with national advertising. These ads feature Jeanne Crain, starring in "Take Care of My Little Girl."



HELPING ORGANIZED BASEBALL celebrate its anniversary this season, Stromberg-Carlson is mailing direct to its dealers this poster urging the public to "support your favorite baseball team."



PARTS IDENTIFICATION board for Silex dealers. Unit is mounted in die-cut area of display, and parts are identified by descriptive copy in arrows pointing to various components of coffeemaker.



PAUL BRUNER, head chef of the Palmer House, making French fried appetizers in Burpee Co.'s automatic electric French fryer. The company maintains a special mailing service for fryer purchasers, periodically sending them newly developed and famous recipes.

ORDER BY MAIL AND SAVE!

*Eliminates Damages  
and Costly Claims*

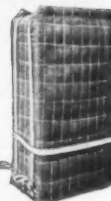
NEW HAVEN  
QUILT AND PAD CO.  
**PADDED COVERS**

#### REFRIGERATOR COVERS

**\$15.50**

Carrying Harness  
Extra

Waterproof. Adjustable to fit 4 to 10 Cu. Ft. boxes. Wraps around completely. Easy to handle.



#### WASHING MACHINE COVERS

**\$10.00**

Gives complete protection. Waterproof and durable. Height 49", diameter 31".



#### CONSOLE TV COVERS

**\$13.50**

Waterproof. Completely covers all console models. Width 31", depth 27", height 40". Combination TV Covers \$14.50 Ea.



#### GAS AND RANGE COVERS

**\$13.50**

Easy to slip on and to remove. Fits over back guard, too. Width 42", depth 28", height 42".



#### DEEP FREEZER COVERS

**\$15.00**

Waterproof. Width 54", depth 31", height 36". Other sizes available.



#### AUTO. WASHER & DRIER COVER

**\$9.00**

Waterproof. Width 31", depth 26", height 39". Fits other units, too.



ALL PRICES SUBJECT TO CHANGE

**NEW HAVEN  
QUILT & PAD CO.**  
82-84 FRANKLIN ST.  
NEW HAVEN 11, CONN.

# Admiral

## Takes Action

**to promote TV business**

**NO NEW MIDSEASON LINE**—Present models will be continued until introduction of new 1952 line next January.

**LOWEST PRICE EVER**—Admiral's prices today represent the ultimate in TV values. In view of steadily rising manufacturing costs, anticipated trend is definitely upwards. Inclusion of the excise tax in the list price is an established Admiral policy.



### **NEW SALES MAKER ADDED!**

**14" TV at \$159<sup>95</sup>**

Recently Admiral introduced a brand new 14" table model at \$159.95, excise tax included . . . a sensational price leader that has been added to the line to bring customers in and provide the step-up opportunity essential to alert merchandising in today's buyer's market. For further details, and other sales-making Admiral promotions, contact your Admiral distributor.

**Admiral Corporation—Chicago**

# MERCHANDISING

## SUPPLEMENT

Products, Services — For More Sales, For More Profits

### UNDISPLAYED RATE:

\$2.00 per line per insertion. Minimum charge \$3.00. (First line in small black face type.) Fractions of a line count as line. Discount of 10% if full payment is made in advance for 4 consecutive insertions of undisplayed ads.

### DISPLAYED RATE:

\$17.50 per inch per insertion. Contract rate on request. (An advertising inch is measured vertically 1/8" on one column. There are 4 columns—48 inches to a page.)



## CUT delivery time, SAVE unnecessary damage and work with the YEATS APPLIANCE DOLLY

Second story delivery problems are ended when you use the dolly with the caterpillar STEP GLIDE. This unique feature eases the largest appliances over stair edges without any marring. Aluminum alloy frame, 56" tall, has

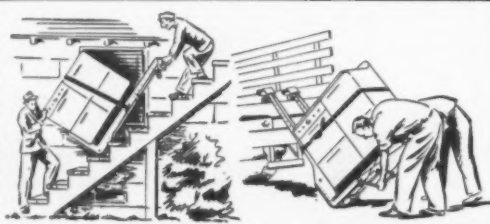
smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt. 14" web strap fastens appliances tight with the patented (30 second action) strap ratchet—a Yeats exclusive. Write for full information.

Yeats Appliance Dolly Sales Co.

2124 N 12th St  
MILWAUKEE 5, WIS.



Keen's Model EHC  
Haulway Rollers Belts  
Mover. New and convenient in moving appliances to homes safely, quickly and without marring floors, woodwork or enamel surfaces. That's what you get in the new Model EHC Adjustable Hand Truck. Foldable handle on the nose plate aids loading appliance onto delivery truck. 2 3/4" swivel casters and 2 1/2" wheels which permit use as a 4 wheel dolly. Luggage buckle can be tightened quickly in dolly position. Endless belt tread will span any stair riser. Light in weight and strong. Made of magnesium, curved and up-right members rubber padded. Weight 35 lbs. Write for catalog.



KEEN MFG. CO.

505 Dogwood, Hartlingen, Texas

## Modern Appliance Displays Need LIGHTED MOTION!

The Action Display-Way To Boost Your Sales!



THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. Write today for complete turntable catalog including build-up fixtures!



- Carries up to 200 lbs
- Lights turn with table

GENERAL DIE AND STAMPING CO.  
Integrity Since 1919  
Dept. 65, 267 Mott St., New York 12, N. Y.

## ARMATURES REWOUND \$235 and up

FOR: Vacuum cleaners, electric tools, business machines, polishers, sanders, grinders, and all small appliances.

### VACUUM CLEANER PARTS

Best grade belts, bags, hose and other vacuum cleaner parts.

Send for armature and parts price lists, free.

### PENN APPLIANCE DISTRIBUTORS

126 S. 2nd St. Harrisburg, Pa.

## FREE Our 482-page CATALOG FREE

Washing Machine & Vacuum Cleaner Parts. Save money by ordering all your supplies from one dependable source.

Quality, Service, Low Prices

MIDWEST APPLIANCE PARTS CO.  
3843-51 W. Fullerton Ave. Chicago 47, Illinois

## HAND TRUCKS for Safe & Easy handling of

RANGES, REFRIGERATORS, DEEP FREEZE AND AIR CONDITIONING UNITS, RADIO & TELEVISION. SELF-LIFTING PIANO TRUCK CO. FINDLAY, OHIO



WESTWARD WASHING MACHINE CO. Manufacturers of Parts  
7400 St. Louis Detroit 11, Mich

### SPECIALTY

Vacuum Cleaner Repairs.

Prompt, efficient service guaranteed. Low prices on rebuilt cleaners. Parts. United. 2051 Boston Rd., Bx., N. Y. Da 2-9984.

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(Classified Advertising)

EMPLOYMENT • MERCHANDISING  
SELLING — USED OR BUSINESS  
OPPORTUNITIES

### UNDISPLAYED RATE

\$1.50 a line. Minimum 3 lines. Count 5 average words as a line. INDIVIDUAL EMPLOYMENT WANTED: undisplayed advertising rate is one-half of undisplayed rate, payable in advance.

BOX NUMBERS—Care of publication, count as 1 line.

### DISPLAYED RATE

Rate: \$10.25 per inch for all advertising other than contract. Contract rates on request. AN ADVERTISING INCH: 1/8" on one column, 4 columns—48 inches—to a page.

## SALES REPRESENTATIVE

Rapidly expanding major LP-Gas distributor wants aggressive top grade salesman to contact dealers throughout the Middle West. Electrical appliance and dealer franchise background valuable. Real opportunity for a "hard hitter" who expects extra compensation for extra effort and extra ability. Substantial commission plus bonus arrangement on new equipment sales, also override on repeating gas sales. Replies confidential. Give full particulars.

RW-9668, Electrical Merchandising

520 N. Michigan Ave., Chicago 11, Ill.

## WANTED YOUR SURPLUS RESISTANCE WIRE

ALL SIZES—ALL GRADES  
A&H ELEC. PROD. CO., INC.  
47 Tiffany Place Brooklyn 2, N. Y.

## put BACK ISSUES to work

Whatever you do with this magazine after you've clipped pertinent articles or advertisements, please don't destroy it.

### HERE'S WHY:

Churches, Boy Scouts, civic and veterans organizations will welcome all the waste-paper you have. They can get a good price for it. Increase their funds.

And, you can make a direct contribution to American mobilization by saving paper of all types—whether in magazine form or not. Since the Korean War began, there's been a great increase in the demand for products manufactured from wastepaper.

Save it for your favorite organization. Chances are they have scheduled pick-ups.



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*This index is published as a convenience to the readers. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.*

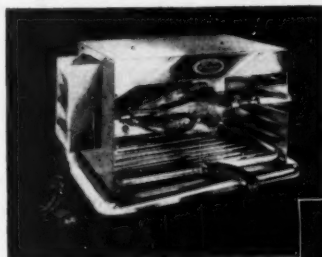
# SELLS ITSELF!

## MERCURY

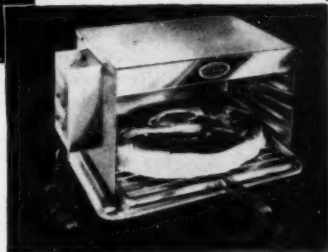
Rotisserie-Barbecue

& Broiler Combination

### YOUR AUTOMATIC PROFIT-MAKER



- Electric, it automatically barbecues & broils with New INFRA-RED-RAY.
- Grills
- Roasts
- Toasts
- Seals flavor in
- Food tastes
- Charcoal Broiled
- Easy to clean, saves time, spit turns automatically.



Size: 9 1/2" x 17 1/2" x 12 1/4"; stainless steel spit; triple plated chrome; highly polished aluminum tray and base.

Leading dealers report the moment their MERCURY Rotisserie-Barbecue and Broiler (unique two in one) went on display, crowds gathered—sales zoomed automatically. "It sells itself!" And it'll do the very same for you. Make it the most profitable item in your electrical housewares department.

#### ORDER NOW!

For Prompt Delivery

Distributors are invited to inquire about available territories!

## MERIT ENTERPRISES, INC.

Brooklyn 6, N. Y.

UL 5-2244



Save with a

**GLEASON**

"5505"

Rolls under load with minimum effort. 105 degree angle gives right approach.

Only 1" clearance between glider rail and fire bottom when stair climbing.

1" tubular steel frame. weighs only 55 lbs. provides maximum strength for 450 lb. loads.

Lift load only 1/2 inch for balanced roll-away position, roll on ball bearings.

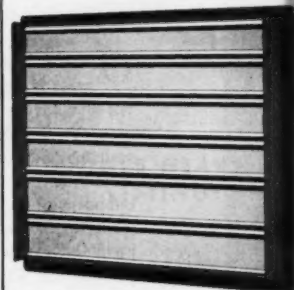
### GLEASON "5505" Appliance Handler is easier to use!

The right way to handle appliances is the easy way, with a Gleason "5505" Appliance Handler. Finger-tip balance under load, turns on a dime, big 10" ball bearing puncture-proof tire wheels. Heavy felt padded support plates, and safety webb straps. 23 feet of securely welded steel tubing ... topped off with a beautiful white finish.

GLEASON CORPORATION  
6511 W. State, Milwaukee, Wis.

## AIR-FLO MODEL A-555

**AUTOMATIC SHUTTER**  
WEATHER-SEALED



FRONT VIEW—CLOSED

### It Leads the Field In Features

There is every reason why you should use AIR-FLO shutters on your job. New heavy reinforcement strip adds strength and long life to the louvers, assures quiet operation and perfect counterbalance, prevents rattling. Aluminum louvers open fully, permitting capacity fan operation. Deep shroud protects shutter from high winds. Tie-rod, brackets and bearings inside frame, not exposed to weather. Special finish resists corrosion. Many other features. Write for illustrated catalog 42-A of the complete AIR-FLO line.

## AIR CONDITIONING PRODUCTS CO.

2340 West Lafayette Blvd.  
DETROIT 16, MICHIGAN

# Taxes and Credit

THE evidence is piling up that we are in a very vulnerable business. We knew it in the last war when production of most appliance lines was summarily curtailed. We know it, too, in the present defense effort when cutbacks of raw materials are beginning to take hold; from the attitude of Congress in wanting to sock us with even more drastic excise taxes and from the complacent attitude of the Federal Reserve Board, which takes an apparent relish in keeping us from selling our goods.

There are several curious anomalies in the present situation that call for examination. We all know that, for the first quarter at least, production has been maintained and has even surpassed the first quarter of 1950. Refrigerators are up 6 percent, freezers 73 percent, ranges 16 percent, water heaters 37 percent, dryers 71 percent, ironers 7 percent, washers off only 1 percent, television up 37 percent, and home radios 41 percent. We know, too, that sales in the past two months have declined to the point of stagnation; that inventories in the hands of distributors and dealers are straining warehouse facilities. A recent study shows some 1,750,000 TV sets—normally three months' supply—in stock. We know that many television and radio dealers have been forced to close their doors as a result. Perhaps it is true that further cutbacks in the third quarter and a public realization that shortages might develop later in the year will start a new buying wave which will ease the present crisis. To date this has not occurred. We know that manufacturers generally are not planning new models while this situation lasts.

ON the face of it, it seems incredible that the Congress is seriously considering raising present excise tax levels from 10 percent to 25 percent and putting in jeopardy the lives of thousands of small businesses. It seems equally incredible that FRB's stranglehold on the installment credit business cannot be released even temporarily as a flexible measure to aid retail sales. Even the inclusion of trade-ins as part of the down payment would help immeasurably. Actually, it has been pointed out, Regulation W in itself might well be inflationary rather than deflationary. Many of these sales that are being made are the result of people dipping into reserves or cashing war bonds to acquire goods. We do know that since the imposition of Regulation W installment sales have dropped from about 65 percent of the total business to about 30 percent.

All this makes it difficult to see why the appliance and radio businesses must be made the scapegoat for the

preservation of the civilian economy. There is a morbid predilection to look upon appliances and radio as purely luxury items, whereas it has been amply demonstrated over the years that refrigerators and freezers contribute to the health of the people, that cooking ranges are an absolute necessity, that home laundry equipment saves time and labor and manpower, and that radio and television perform a vital function in the dissemination of information for defense. Curiously, hundreds of so-called other luxury items are left virtually untouched. But the entire program smacks of discrimination at its worst.

WHICH brings us to a final anomaly. Economists are continually talking about draining off excess purchasing power to stem the inflationary tides. They want to accomplish this by wage and price freezes, higher income and excise taxes, and some method of enforced savings such as war bond purchase. Inflation has been defined simply as having an excess of money in circulation for the amount of goods and services that may be bought, resulting in a bidding up of prices for the available goods. But all the evidence in our business is to the contrary. People haven't got too much money. They haven't even enough for the down payment on goods they want and need. A recent study shows that only 17 percent of the country's 41,723,000 families have incomes of \$5,000 and over; that 53.4 percent have incomes of from \$2,000 to \$5,000, and that the remaining 29.6 percent have incomes of \$2,000 and under. Sure, employment is higher. So are taxes and the cost of living. Ask your friends about their "excess purchasing power" and how best to drain it off. It is always good for a laugh.

It is high time to stop unfair discrimination against an industry which is so important to the civilian economy. Swollen inventories, declining sales, and failing dealers should be sufficient evidence that normal installment credit buying practices must be permitted to take up the slack. The proposed exorbitantly high excise taxes on our goods should not be imposed.

We respectfully dedicate that proposition to the Congress and the Federal Reserve Board.

*Laurence Wray*  
EDITOR

# Now your customers can have WRINGER-WASHER SPEED...with SAFETY!

**H**ERE'S real safety for housewives who want their wash done with wringer-washer speed. (And most of 'em do!) It's the new Lovell 77 *Instinctive* wringer that

stops instantly with a slight, instinctive pull of the fabric going through the rolls. You'll find Lovell Instinctive wringers on top models of America's leading washers.

## ADVANTAGES OF LOVELL 77

JUST A PULL  
AND I STOP  
INSTINCTIVELY!

### SAFE

The Lovell 77 Instinctive gives sure, split-second safety. A slight, instinctive pull stops the rolls instantly. You get safety without even thinking!



JUST A PUSH  
AND I SWING!

### FAST

A lady-like push or pull swings the Lovell 77 to the exact position you want. No release to fumble for. The 77's a real time-saver.

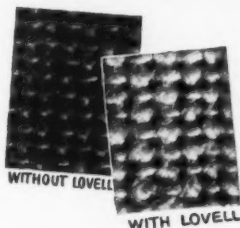


## ADVANTAGES OF ALL LOVELL WRINGERS



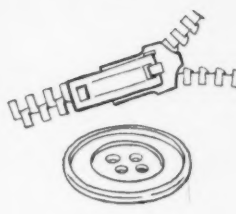
### WASH DONE IN JIG TIME!

No long rinsing and washing cycle. While one load rinses, another load is being washed.



### GETS CLOTHES CLEANER!

Lovell's exclusive Pressure-Cleansing action means whiter, brighter washes.



### GENTLE!

Lovell's resilient rolls are kind to delicate fabrics, won't break buttons or jam zippers.

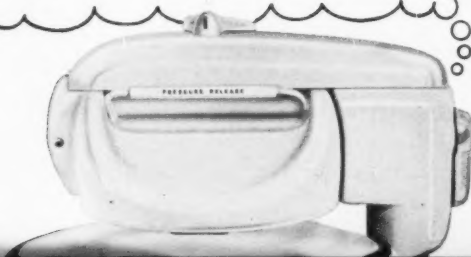


### DOES HEAVY LIFTING!

Work-saving Lovell takes the backstrain out of doing the wash. It does 90% of the heavy lifting.

WRINGER-TYPE WASHERS ARE YOUR BREAD AND BUTTER...THE BEST ARE LOVELL EQUIPPED

AND LOOK HOW I'M BUILT TO  
WORK BETTER, LAST LONGER!



- "GUARDED TOP" CONSTRUCTION gives housewives added protection.
- POWER ELECTRIC ROLLS with three laminations of rubber give right cleansing pressure.
- HARDWOOD BEARINGS never need oiling, won't stain wash.
- SINGLE LEAF SPRING gives balanced pressure.
- ALL-STEEL H-TYPE FRAME prevents twisting or breaking.



## PRESSURE CLEANSING WRINGERS

LOVELL MFG. CO., ERIE, PA.

Also makers of gas and electric Drying Units





## "I'm getting the replacement business!"

**W**HAT does it take to get replacement sales?

"Display a Kelvinator Cold-clear-to-the-floor Masterpiece alongside of any old-style 'six' or 'seven' . . . and you give the prospect the answer.

"Not only have today's great 11 and 12 cubic Kelvinators twice the storage capacity of those former models . . . but they occupy no greater floor space.

"More than that, they give the user a standard of foodkeeping performance and utility not approached by refrigerators of only a few years ago . . .

"Freezers easily hold up to 70 pounds of frozen foods as against a few packages in that 'pride and joy' of yesterday. And freezers in Kelvinator refrigerators are built to perform like *separate* home freezers. With five walls refrigerated, backs completely enclosed, doors heavily insulated, door openings gasketed. So cold stays in, moisture stays out; and frozen foods are protected as they should be!

"Fresh food storage? From 17.8 to 19 square feet of shelf area as against about 12 sq. ft. in the 'sixes' of 10 years ago.

"Crispers? Kelvinator moist-cold storage drawers are *more than a bushel big* . . . for vegetables, fruits and beverages!

"Does prospect prefer a two-door model? Then she's signaling for

Kelvinator Model TM . . . the refrigerator with a separately insulated, separately controlled freezer built right on top of a big, separate, independently controlled, moist-cold refrigerator *that defrosts itself without manual device or extra mechanism!*

"Does the prospect, because of limited needs or restricted kitchen space, require a replacement refrigerator that's small outside but big inside? Kelvinator's new 24" Cold-to-the-floor models are convincers for this type of buyer.

"These are the kinds of tools that pack power in replacement selling. There's power, too, in the fact that Kelvinator is the 'pioneer', with 37 long years of producing fine refrigerators . . . that Kelvinator is the *original, years-proved, cold-clear-to-the-floor* design. There's further sales power in the rugged strength and solid 'feel' of every model, regardless of price . . . and in the unchallenged dependability of Kelvinator refrigerating units!

"It all adds up to a sure conclusion: You can make money in the replacement market when you can give prospects clear, convincing reasons for owning a new refrigerator. *You can do that when you sell Kelvinator!* And that's just one more big benefit my Kelvinator Franchise gives me in changing times like these!"

GET MORE . . .  
*Get* **Kelvinator**

THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY  
ELECTRIC REFRIGERATORS . . . RANGES . . . FREEZERS . . . WATER HEATERS . . . AIR DRIERS

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